

February 1, 1952

PR-17A-9-45

RADIO VERSION OF 'YOUR HIT PARADE' TO VISIT
MILITARY INSTALLATIONS FOR 14 WEEKS

For the first time in its 16-year existence, YOUR HIT PARADE, (NBC radio, Thursdays, 10:00 p.m., EST) will tour military installations from coast to coast for 14 weeks, starting Thursday, Feb. 14.

Guy Lombardo and his orchestra, with Dorothy Collins (of the television version of "Your Hit Parade" NBC-TV, Sat., 10:30 p.m., EST) as "Your Lucky Star of the Week," do the kick-off show from Indiantown Gap Military Reservation, near Harrisburg, Pa. The broadcasts will present all the popular features regularly heard on the weekly shows originating in New York.

Lombardo and his organization will visit various Army, Navy and Marine posts throughout the U.S., the tour coinciding with personal bookings of his band in various key spots of the country. The remote radio pick-ups will feature such singing stars as Miss Collins, Mary Small and Margaret Whiting in the "Your Lucky Star of the Week" guest spot.

The broadcasts will be open to all service personnel and their families. "Your Hit Parade" is sponsored by the American Tobacco Company for Lucky Strike Cigarettes.

"Your Hit Parade," starring Guy Lombardo and his orchestra, will visit the following installations on the dates indicated:

(more)

THE UNIVERSITY OF CHICAGO
 LIBRARY

THE UNIVERSITY OF CHICAGO
 LIBRARY
 540 EAST 57TH STREET
 CHICAGO, ILL. 60637
 TEL. 773-9365
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 11907

2 - Your Hit Parade

| | |
|---------|--|
| FEB. 14 | Indiantown Gap Military Reservation, Annville, Pa. (Dorothy Collins as "Your Lucky Star of the Week.") |
| FEB. 21 | Donaldson Air Force Base, Greenville, S.C. |
| FEB. 28 | U.S. Marine Recruiting Depot, Parris Island, S.C. |
| MAR. 6 | U.S. Naval Air Station, New Orleans, La. |
| MAR. 13 | Sheppard Air Force Base, Wichita Falls, Tex. (Mary Small as "Your Lucky Star of the Week.") |
| MAR. 20 | Fort Riley, Ft. Riley, Kans. |
| MAR. 27 | U.S. Naval Air Station, St. Louis, Mo. (Margaret Whiting as "Your Lucky Star of the Week.") |
| APR. 3 | Percy Jones Hospital, Battle Creek, Mich. |

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NBC-New York, 2/1/52

FOUR MORE NBC MERCHANDISING DISTRICT
SUPERVISORS ARE APPOINTED

Appointment of four more merchandising district supervisors has been announced by Fred N. Dodge, director of Merchandising for the National Broadcasting Company.

Charles Wallace will cover New York State, Vermont, New Hampshire, Maine, Massachusetts and Rhode Island.

Sidney L. Giles will supervise the four-state area of New Mexico, Texas, Louisiana and Mississippi.

Charles R. Garrison will operate out of Washington, D.C., covering Maryland, Virginia and North and South Carolina.

L.R. Lee will take charge of the four states of Tennessee, Alabama, Georgia and Florida.

Wallace has a background of 20 years in the retail grocery field, having held important sales posts with Fels Naptha and Welch Grape Juice. He has also worked on the Schenectady Gazette, the New York Daily Mirror and Food Topics Magazine.

Giles has served as manager of the frozen foods division of Hewlig & Leitch, Inc., Baltimore; as sales manager of Seabrook Farms Co., and for 18 years held important sales and executives capacities with Standard Brands, Inc.

Garrison has been merchandising representative, covering 19 states, for the California Fruit Growers Exchange for the past 12 years.

Lee was district sales manager for the household division of Armour and Co. for several years, and also served with Sunshine Biscuits, Inc., in sales and merchandising capacities.

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HOWDY DOODY IN HOLLYWOOD, BOB SMITH IN
N.Y., TO MARK 1,000TH TELECAST

"This is Howdy Doody in Hollywood."

"And this is Buffalo Bob in New York."

The cry of "Howdy Doody, kids" will ring out from Hollywood and New York on Tuesday, Feb. 12 (5:30 p.m., EST), when NBC-TV's HOWDY DOODY celebrates his 1,000th telecast with a gala anniversary program.

For the first time in his career, Howdy will be 3,000 miles away from home when he, Mr. Bluster and Lanky Lou (Dayton Allen), will appear from NBC's Hollywood studios for the Feb. 12 telecast. They will fly to the West Coast to handle that segment of the anniversary program and to introduce the various NBC stars who will guest on the show.

In New York, Buffalo Bob Smith, Howdy's alter-ego; Clara-bell, the clown, and the rest of the cast will perform on the gigantic stage of NBC's Center Theatre, where an audience of 2,500 small fry will watch the celebration. Princess Summerfall-Winterspring (Judy Tyler), Dilly Dally, Flubadub and all the other favorite Howdy Doody characters will be on hand. In addition, Buffalo Bob will introduce other name celebrities who will participate on the 1,000th telecast.

Although 3,000 miles will separate Howdy Doody and Bob Smith, the puppet won't remain dumb. With the expert aid of NBC's engineering department, Howdy will talk in Hollywood, although the sound will actually come from Bob's throat in New York.

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EDDIE CANTOR RAISES \$2,600,000 IN BONDS
FOR ISRAEL AT HIS BIRTHDAY PARTY

* ————— *

Eddie Cantor celebrated his 60th birthday with more than 1,800 people last night (Jan. 31) at the Commodore Hotel.

Cantor, NBC radio and TV star, continued his long service to philanthropic organizations by using the occasion of his birthday to springboard the sale of more than \$2,600,000 worth of State of Israel Bonds.

The affair was marked by the unusual number of outstanding personalities who were on hand to laud the career of the great showman.

Notables attending included the Vice President of the United States, Alben W. Barkley, who delivered the principal tribute to the comic and presented him with a gold plaque featuring a relief map of Israel and enscribed as follows: "To Eddie Cantor -- your life has been a noble testament of devotion and self-sacrifice for the Jewish people and for all mankind; your towering achievements for Israel have been an inspiration and beacon to all American Jews.

Many other noted people spoke, including James G. McDonald, former Ambassador to Israel; Basil O'Connor, president of the National Foundation for Infantile Paralysis; David Goitein, acting Israeli Ambassador to the United States, and Vincent Impellitteri, mayor of the city of New York.

After the dinner, Cantor, in true showmanship spirit, brought the huge thousand-dollar-a-plate crowd to its feet with a rousing one-man show touching all the milestones of his historic career.

Filming of Eddie Cantor's life story will shortly get underway at Warner Bros. Studios in Hollywood. Cantor is heard each Tuesday evening on NBC radio (10:00 p.m., EST) and stars on the "Colgate Comedy Hour" every fourth Sunday (8:00 p.m., EST) on NBC television.



an NBC Feature

YOU'LL GET A BANG OUT OF THIS

It's a dramatic moment in a television play.

The actor brandishes a revolver.

He aims, squeezes the trigger.

"Pip."

In millions of television homes, the excitement generated by the tense scene is dampened by the anemic and thoroughly unrealistic sound of the gun shot.

This problem -- the report of a pistol shot coming over the viewer's loudspeaker like the sound of a pop gun -- has now been solved.

An electronic device that produces the authentic sound of a revolver shot has been developed by NBC's Engineering Development Group, at the request of the network's Special Effects department. The "gun shot reinforcer," as it is called by the engineers, will be placed in operation in NBC's Radio City studios next week.

The device, which operates automatically, is housed in a rectangular unit the size of a typewriter case. It is plugged into the system or line carrying the sound portion of the TV program. When the blank pistol is fired in the studio, the sound of the shot triggers a circuit in the "gun shot reinforcer" which instantaneously produces its own gun shot.

(more)

THEY'LL GET A HAND OUT OF THIS

It's a devoted moment in a television play.

The actor, Michael, is smiling.

He says, "I'm not the trigger."

"Right."

In millions of television homes, the audience is

in a room, in a house, in a family, in a community.

And in the end, it's

That's the point -- the point of a play, a story, a

message, a message that the point of a play is -- the point

is.

An audience, a viewer, that provides the audience with a

viewer who has been watching the play, the play, the

play, as the audience of the play, the play, the

play, as the audience, as it is called, as it is called, as it is

called, as it is called, as it is called, as it is

The play, which is called, as it is called, as it is

called, as it is called, as it is called, as it is

called, as it is called, as it is called, as it is

called, as it is called, as it is called, as it is

called, as it is called, as it is called, as it is

called, as it is called, as it is called, as it is

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The sound which is heard at home is a combination of the actual pistol shot in the studio and the electronic gun shot. The accumulative effect is "pooowww," or a perfect sound reproduction of a gun shot.

Only the sharp crack of a pistol shot can set off the "gun shot reinforcer." It cannot be effected by studio dialogue, music, cries, yells, or any such noises.

NBC engineer Raymond E. Lafferty constructed the device based on an electronic principle suggested by J.L. Hathaway, assistant manager of the network's Engineering Development Group.

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NBC-New York, 2/1/52

The sound which is heard at some is a combination of the
and pitch) and in the system was observed the note. The an-
ticipation effect is "poorly," of a perfect sound reproduction of a
shot.

Only the sharp attack of a pistol shot can get off the "gun
to the target." It cannot be followed by other shots, unless
the value of the shot is not.

The engine, however, is not restricted to the device
and on an electronic system is limited by J.L. Huchaway, assistant
manager of the network's Engineering Department Group.

See also: 2/1/52

trade news

MR BILL LAUTEN
ROOM 400

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

February 4, 1952

* * *
'BAND OF AMERICA' TO OFFER SPECIAL FULL-HOUR SALUTE FEB. 18
FROM CARNEGIE HALL TO CELEBRATE 25TH ANNIVERSARY
OF CITIES SERVICE ON NBC RADIO NETWORK
* * *

Radio's oldest continuously sponsored series will celebrate its 25th anniversary on the NBC radio network Monday, Feb. 18 (9:30 p.m., EST), when the CITIES SERVICE BAND OF AMERICA strikes up a salute entitled "The Cities Service Silver Radio Jubilee."

The special full-hour program will feature Paul Lavalie and the 48-piece "Band of America" and the Green and White Male Quartet. Announcer Ford Bond will introduce former stars of the Cities Service program during the celebration at Carnegie Hall, New York.

Bandmaster Lavalie will conduct the band in America's favorite marches and melodies from the same podium where Edwin Franko Goldman first directed a Cities Service radio concert 25 years ago -- on Feb. 18, 1927. Since then, Cities Service programs have never missed a week on the air. "The Cities Service Silver Radio Jubilee" will be the 1,301st program in the series.

When the Cities Service program began on Feb. 18, 1927, it featured Edwin Franko Goldman and his band. Then, in June of the same year, the format was changed from a brass band to a 33-piece

(more)

concert orchestra conducted by Rosario Bourdon. The Cavaliers Quartet, with piano accompaniment, was an added attraction on the "Cities Service Concert," heard for a full hour Friday nights on NBC radio from 8:00 p.m. to 9:00. On Jan. 3, 1930, soprano Jessica Dragonette, "the Cinderella girl of radio," and announcer Ford Bond joined the program. Miss Dragonette's voice and her wardrobe, which matched the mood of her songs, were the feature of the concert series for eight years. Victor Herbert's melodies topped the list of 5,000 different selections played or sung during that period. "The Blue Danube," "Ah, Sweet Mystery of Life," "Roses of Picardy," "Indian Love Call" and "Dance of the Hours" were among the tunes most requested by listeners. The famed Revelers Quartet, which starred such male singers as James Melton and Frank Parker, was a program feature from Nov. 17, 1933, until February, 1938.

A year before the Revelers left the concert series, soprano Lucille Manners replaced Miss Dragonette on Feb. 7, 1937. Miss Manners continued in the tradition of the Cities Service program, singing "music with a melody" for many years. Noted sportsman Grantland Rice was a frequent intermission speaker with comments on headline sports events. Col. Louis McHenry Howe, President Franklin D. Roosevelt's secretary, occasionally spoke briefly on major national issues at intermission time.

On Feb. 4, 1936, after more than a decade as conductor of the "Cities Service Concerts," Rosario Bourdon transferred his baton to Dr. Frank Black, who directed the augmented orchestra, Lucille Manners, baritone Ross Graham and a chorus led by Ken Christie for a period of eight years until Oct. 27, 1944. That night Paul Lavalley

(more)

3 - Cities Service

succeeded Black as the conductor of a 36-piece string orchestra in a new version of the Cities Service program called "Highways in Melody." The Friday night programs starred a number of operatic singers on a rotating basis. Vivian della Chiesa, Annamary Dickey, Dorothy Kirsten, Muriel Angelus, Genevieve Rowe, Robert Merrill, Leonard Stokes, Thomas L. Thomas, Earl Wrightson, Conrad Thibault and others graced NBC's spotlighted stage in studio 8-H, Radio City, New York. Two years later on Oct. 25, 1946, a baritone, Mac Morgan, replaced the guest stars.

Early in June, 1948, Cities Service was looking for a Summer-time musical program to substitute for "Highways in Melody." They decided to return to their first format, a brass band -- "a basic American institution," the announcement read -- and thus on June 4, 1948, the Cities Service Band of America was formed, with Paul Lavalley as bandmaster. Ken Christie's chorus, renamed the Green and White Quartet, remained on the half-hour of music. Tenor Floyd Sherman, second tenor Edward Hayes, baritone Leonard Stokes and J. Alden Edkins, bass, still harmonize on barbershop tunes, spirituals and cheerful melodies today.

The original "Cities Service Concert" series was the first broadcast sponsorship contract signed by NBC's first president, M.H. Aylesworth. Aylesworth currently serves as broadcasting consultant to the Cities Service organization. Originally 16 NBC stations carried the program. Over the quarter-century it has been on the air, the program's network has been enlarged until at present 107 stations offer the marching rhythms of the Band of America to listeners in most regions of the country (9:30-10:00 p.m., EST) as part of NBC's "Monday nights of music." For several months late in 1949, the "Band of America" was simulcast on both radio and television.

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NBC-New York, 2/4/52

JOHN FOSTER DULLES ON 'MEET THE PRESS'
AS SHOW GOES COAST-TO-COAST

Television's well-known press conference on the air, MEET THE PRESS, will go coast-to-coast on NBC-TV on Sunday, Feb. 10, at 4:00 p.m. (EST) when John Foster Dulles, Republican foreign policy expert, answers the questions of a panel of newsmen.

Effective with this program, stations KNBH Hollywood and KRON-TV San Francisco will see "Meet the Press" on a "live" basis. Heretofore the two West Coast stations saw the half-hour public affairs program sponsored by Revere Copper and Brass by means of kinescope film. Lawrence Spivak and Martha Rountree are co-producers of "Meet the Press." Miss Rountree moderates the on-the-air press conferences and Spivak sparks the panel of questioning newsmen.

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JOHN HANCOCK TELLS IN 'WEST THE NEWS'

AS SHOWS COAST-TO-COAST

Trinidad's well-known press conference on the
air, WEST THE NEWS, will be broadcast on ABC-
TV on Sunday, Feb. 10, at 4:30 p.m. (EST) when John
Hancock, President, Republic of Trinidad, will
answer the questions of a panel of coast-to-
coast live with the program, TRINIDAD NEWS.
Hollywood and Broadway are expected to
"Meet the Press" on a "Live" basis. Hancock is
two West Coast visitors and the well-known
affairs program sponsored by News Corp. and
Bras by means of Kinross Film. Hancock gives
and his the Republic are supporters of West the
Press. "West the Republic" will be on the air
press conference and will give the world
of coast-to-coast.

February 4, 1952

* ————— *

Ralph Edwards to Aid
March of Dimes In
Mystery Contest

* ————— *

A masked celebrity will be seen climbing into a new Cadillac on NBC-TV's RALPH EDWARDS SHOW Monday, Feb. 11 (3:30 p.m.) and will launch Edwards' first TV mystery contest, "Mr. Dimes," to raise money for the March of Dimes.

Although details of the contest will not be announced until Feb. 11, Edwards has revealed that "Mr. Dimes" will be seen, via film, on each of the thrice-weekly TV shows and that, like Edwards' previous "Mr. Hush" and "Walking Man" contests on radio, some identifying clues will be given in a mystifying jingle.

The 1952 Cadillac will be the prize for the contestant correctly identifying Mr. Dimes.

Contestants will be asked to send contributions to the March of Dimes, along with a letter of 25 words, or less, completing the sentence, "We should all support the March of Dimes because..."

(more)

2 - Ralph Edwards

A panel of three Southern California civic leaders will serve as judges to select the best letters. Three contestants will be telephoned during each program (Mondays, Wednesdays and Fridays) following Feb. 11, and will be given an opportunity to identify "Mr. Dimes." Mr. Dimes' identity will be such a closely guarded secret that even the panel of judges will not know who he is.

Ralph Edwards' previous contests on radio -- "Mr. Hush" (Jack Dempsey), "Mrs. Hush" (Clara Bow), "The Whispering Lady" (Jeannette MacDonald), "The Walking Man" (Jack Benny) and others -- brought millions of dollars in contributions to such organizations as the American Heart Association, the American Cancer Society and the March of Dimes. These contests averaged six weeks in length before the celebrity was identified.

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NBC-New York, 2/4/52

VERA LYNN, BRITISH SONGSTRESS WHO WON ACCLAIM
ON 'BIG SHOW,' NOW STARS IN OWN RADIO REVUE

Vera Lynn, the lovely British vocalist whose success on "The Big Show" over NBC radio was so great that she has been held over for several weeks longer than was originally planned, is starred on a new half-hour NBC radio program called SATURDAY NIGHT REVUE, Saturdays at 10:30 p.m., EST.

Featured on "Saturday Night Revue" is the rising American baritone, Bob Carroll, who has also been a guest star on several "Big Show" broadcasts. Music for the new weekly radio show is provided by Roy Shield and the NBC Orchestra. The program is directed by George Voutsas.

Miss Lynn, who arrived in the United States from England early in January to appear on four broadcasts of "The Big Show," received so much American fan mail -- particularly from ex-GIs who remember her as "The Forces' Sweetheart" during World War II -- that NBC asked her to extend her stay by another month, starred her in her own 15-minute radio show (Jan. 18), and now has asked her to star on "Saturday Night Revue" in addition to appearing on "The Big Show" every Sunday through Feb. 24.

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NBC-New York, 2/4/52

February 5, 1952

* ————— *

Worthington (Tony) Miner,
Noted TV Producer,
Joins NBC

* ————— *

NEW YORK, Feb. 5 -- Worthington C. (Tony) Miner, one of television's most distinguished producers, has signed a long-term contract with the National Broadcasting Company, it was announced today by Sylvester L. Weaver, Jr., vice president in charge of the television network.

Miner will begin his new association with NBC early in April. According to present plans, he will produce a major one-hour dramatic show for the NBC television network in the Fall.

Ted Ashley represented Miner in his contract negotiations with Weaver.

Miner has to his credit some 30 major Broadway plays for which he was director. He left the Broadway theatre in 1939, long before television's phenomenal growth, to enter the new visual medium because of his confidence in its future success.

Miner was born in Buffalo, N.Y., and attended the Kent School and Yale University. He left Yale for two years of military service in World War I and then returned to complete his studies. He was

(more)

graduated from Yale with Phi Beta Kappa honors in 1922, and then studied at Cambridge University, England, until 1924.

He began his theatrical career as a spear carrier in a Walter Hampden road company in October, 1925. He was stage manager for the "Green Hat," "Shanghai Gesture" and "Saturday's Children," and in 1928 became assistant to Guthrie McClintic. He was personal assistant to Jed Harris, who produced "The Front Page." He then directed "Uncle Vanya," "Up Pops the Devil," "Five Star Final," "House Beautiful," "Reunion in Vienna" and "Both Your Houses." He was awarded a Pulitzer Prize for the latter production.

In the Summers of 1933 and 1934, Miner worked as an author and director at RKO Pictures. He also collaborated on two pictures with the late Robert Benchley.

After directing "Father Malachy's Miracle" and "Blind Alley," he became a member of the executive board of the Theatre Guild in 1937. He left the Theatre Guild in 1939 to enter the television field.

He developed and produced the television version of "The Goldbergs," the early "Toast of the Town" broadcasts and "Mr. I. Magination" and "Studio One."

Miner is married to the former Frances Fuller, a well-known actress. They have three children: Peter, 20; Margaret, 12, and Mary Elizabeth, 9.

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NBC-New York, 2/5/52

...from Yale with the Beta Beta Beta Honor in 1922, and then
...at Cambridge University, England, until 1924.
He began his theatrical career as a stage director in a
...company in October, 1925. He was stage manager
of the "Green Hat," "The Great Gatsby," and "The Children's Children."
In 1928 he became assistant to Gertrude McCrindle. He was general
assistant to Ted Harris, who produced "The Front Page." He then di-
rected "Uncle Vanya," "Up Goes the Devil," "Five Star Final," "House
of Wax," "The Sign of the Cross," and "The Front Page." He was awarded
...for the latter production.
In the summers of 1929 and 1930, Minor worked as an actor
and director at the University. He also collaborated on two pictures
with the late Robert Benchley.
After directing "The Sign of the Cross" and "The Front Page,"
he became a member of the executive board of the Theatre Guild in 1931.
In 1932 the Theatre Guild in 1932 to enter the television field.
He developed and produced the television version of "The
Front Page," the early "Toast of the Town" broadcasts and "Mr. L.
and Mr. S." and "Studio One."
Minor is married to the former Frances Fuller, a well-known
actress. They have three children: Peter, 20; Margaret, 18, and
Ray Elizabeth, 9.

'FIRESIDE THEATRE' AND 'ORIGINAL AMATEUR HOUR'

WIN AWARDS FROM N.C.C.J.

FOR RELEASE THURSDAY, FEB. 7

Two NBC television programs, "Fireside Theatre" and Ted Mack's "Original Amateur Hour," and an NBC radio affiliate, KNBC, San Francisco, were honored today with awards from the National Conference of Christians and Jews for "outstanding contributions during the past year to mutual understanding and respect among American religious, racial and national groups." Dr. Everett R. Clinchy, president of the Conference, announced the organization's annual radio and TV awards.

"Fireside Theatre" was cited in the "TV network-single program" category for "The Lottery," a play portraying "the cowardice which allows prejudice and superstition to exist," the citation stated.

Ted Mack was honored in the "individual radio-television personality" classification for "offering hope and opportunity to thousands of amateurs of all ages, races and creeds through appearances on the 'Original Amateur Hour'."

KNBC was one of two stations cited in the "individual radio stations" category for "consistent broadcasting of programs in human relations."

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NBC-New York, 2/5/52

WEDNESDAY, FEB. 22

AMERICAN WOMEN IN RADIO AND TV

TO HOLD ALL-DAY MEETING

The New York chapter of American Women in Radio and Television will hold its first annual all-day conference Saturday, Feb. 9, at the Hotel Astor, Margaret Cuthbert, NBC radio supervisor of public affairs and chapter president, announced today. The theme of the conference, which will consist of business meeting, luncheon session, and workshop discussion, will be "Forecast for the Future."

Speakers at the luncheon session will be Robert Saudek, director of the Television-Radio Workshop, Ford Foundation; A.A. Schechter, general executive for NBC Television, and Anne Seymour, radio and TV actress. Saudek will speak on "Widening Horizons for Adult Education," Schechter on "The Social Impact of TV News," and Miss Seymour on "Why Is TV Such an Ulcer-Forming Habit for the Performer?"

The workshop session will deal with new ways in writing, production, tape and disc recording and editing, TV recording, film production and procurement, and other phases of broadcasting. Discussion leaders will include Gilbert Seldes, author of "The Great Audience"; Harry Junkin, radio and TV writer; Albert McCleery, NBC-TV producer; Carol Irwin, independent TV package producer; Louise Fogarty, NBC's only woman engineer, and Martha Rupprecht and Martha Lesser of CBS-TV.

The luncheon (12:30) and workshop (2:30) sessions will be open to the public, the morning business meeting (10:00) closed. Registration for members will be at 9:30.

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NBC-New York, 2/5/52

WOMEN IN RADIO AND TV

TO BE ALL-DAY HEARING

The New York chapter of American women in radio and television

will hold its first annual all-day conference Saturday, Feb. 2.

The hostesses, American women in radio and television, will be

held in a chapter of the American women in radio and television, which will

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2-17.

The conference (10:30) and workshop (1:30) sessions will be

held in a chapter of the American women in radio and television, which will

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be held in a chapter of the American women in radio and television, which will

trade news



MR BILL LAUTEN
ROOM 400

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RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

February 6, 1952

NBC COVERAGE OF KING GEORGE'S DEATH
EXTENSIVE ON RADIO AND TELEVISION

NBC's radio news department gave first reports of the death of King George VI of England to the public at 6:10 a.m., EST, today and NBC televiewers saw and heard Dave Garroway make the first announcement of the King's death on the "Today" program at 7:00 a.m., EST. A few minutes later, Romney Wheeler spoke from London to "Today" viewers and then to WNBC radio listeners at 7:30 a.m.

WNBC's 7:30 newscast also carried the British Broadcasting Corporation's official announcement of the monarch's passing. The 8:00 a.m. "World News Roundup" (NBC radio network except WNBC) carried the BBC announcement, Wheeler's original report plus man-in-the-street reaction direct from the British capital.

At 1:00 p.m., EST NBC also broadcast a special radio obituary telling the story of King George VI's life in his own voice and words. Leon Pearson narrated the special program composed of tape recordings of the King's speeches and more private moments collected by NBC over the years.

NBC-TV's news department will present two special video obituaries of King George, the first at 6:00 p.m., EST (network

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2 - King George

except WNBT) the second at 11:15 p.m. The "Richard Harkness and the News" television program from Washington at 11:45 a.m., EST showed the last pictures of the King, when he was bidding goodbye to Princess Elizabeth and her husband, the Duke of Edinburgh, as they left for their African tour a few weeks ago. These films were shown on NBC-TV by virtue of an exclusive arrangement with the BBC. Other films by NBC-TV cameramen also showed the life the Britain's deceased monarch, incidents on the new Queen's African trip, and related moments of history.

Francis C. McCall, director of NBC-TV News and Special Events, is producing the TV obituaries. Henry Cassidy, director of Radio News and Special Events, will oversee the commemorative radio programs.

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NBC-New York, 2/6/52

keeps WBSZ the second at 11:15 p.m. The "Richard Harrison and the
"celebration program from Washington at 11:15 a.m., but should
be last pictures of the King, when he was riding horses to
and Winston and her husband, the Duke of Edinburgh, as they rode
of their African tour a few weeks ago. These films were shown
a NBC-TV by virtue of an exclusive arrangement with the BBC. Other
films by NBC-TV cameras also showed the life the British de-
ceased monarch, including on the new Queen's African trip, and the
last moments of his life.

Francis O. Muller, director of NBC-TV News and Special
Events, is producing the TV tributes. Henry Meserve, director of
radio News and Special Events, will oversee the commemorative radio
program.

NBC-New York, 2/2/52

February 6, 1952

'CAMEL NEWS CARAVAN' WILL CELEBRATE
FOURTH ANNIVERSARY ON NBC NETWORK

- - -

Top TV News Show Has Won Many Honors

The CAMEL NEWS CARAVAN, television's foremost daily news program, will celebrate its fourth anniversary on NBC television on Friday, Feb. 15. The quarter-hour of bulletin world news with John Cameron Swayze as commentator is seen and heard on the NBC-TV network Mondays through Fridays at 7:45 p.m. (EST).

Started as the "Camel Newsreel Theatre" four years ago on Feb. 16, 1948, the highly rated "Caravan" has grown in popularity and scope year by year. Originally a newsreel shown on television, the "Camel News Caravan" now projects "today's news today" by means of live video pickups in cities across the country, animated charts and graphs, studio commentators and interviews in New York, Washington, Hollywood, Cleveland, Philadelphia and Chicago, as well as exclusive films from 100 cameramen stationed in all five continents.

No obstacle is too great, no expense is spared by the "Caravan" to insure that Americans see and understand the latest headline events no matter where in the world they occur. John Cameron Swayze, who won the Alfred I. Dupont award for "excellence in news reporting" on the "Caravan," plus 25 other awards, rounds up the day's news in

(more)

2 - 'Camel News Caravan'

New York. David Brinkley in Washington, Clint Youle in Chicago and Robert McCormick who commutes between the U.S. and Europe, report the latest developments in their bailiwicks. Each night, besides switches to two or three other cities in the country for latest reports, Swayze introduces special films which the 100 NBC-TV cameramen stationed in more than 50 countries provide. In the past year "Camel News Caravan" ordered 250 miles of 16mm and 35mm film shot. Thirty-five miles of film were shown on the program. One-third of all this film arrived so near air time it was developed by a super-fast method and the negative itself shown on the program. When Korean films or video reports of latest U.S. rearmament were shown, famed military analyst Hanson Baldwin was the featured commentator.

Behind the scenes, the men who are responsible for the "Camel News Caravan" are a closely-knit team headed by production supervisor Clarence Thoman, a Philadelphia-trained newsman who took the reins of the "Caravan" three years ago. With him are John Lynch, news editor; Ralph Peterson, TV director; David Klein, film assignment editor, and a worldwide staff of cameramen.

The Jones Brothers, Charlie and Eugene, are typical of the fast-moving up-front cameramen who have produced such "Camel News Caravan" exclusives as the first interview with Robert Vogeler after his release from a Hungarian prison, special pictures of the fighting in Korea and film interviews with most of the world's statesmen. Reuven Frank writes the script for the "Caravan" and David McGruden is film editor.

(more)

The format of the "Camel News Caravan" with the potent commentary by John Cameron Swayze has earned him and the program the Look Magazine Award twice, the Radio-Television Daily Award twice, the Motion Picture Daily Fame Award twice in addition to many other national and regional citations for excellence of video news reporting.

The form and scope of the "Caravan" have improved continually ever since the program originated as a television newsreel supplied by a movie company.

When NBC-TV took over the production of the "News Caravan" in February, 1949, vice president William F. Brooks described the Monday-through-Friday program as "a major step in adapting the tools of a new medium, television, to the age-old job of reporting the news."

To sound and silent films from NBC cameramen all over the globe, to commentary by Swayze and other experts, the "Caravan" staff add studio interviews, mobile unit pickups, as many as 15 different segments for a 15-minute program, to make the "Camel News Caravan" the highest rated television news program on any network, favored two to one by audiences over competing shows.

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NBC-New York, 2/6/52

MANY TOP TELEVISION STARS WILL APPEAR
ON 'HOWDY DOODY'S' 1,000TH TELECAST

To Be Seen From Four Different Places

Milton Berle, Ed Wynn, Danny Thomas, Jack Carson, Dave Garroway, Paul Winchell and Jerry Mahoney, and other NBC name stars will appear on HOWDY DOODY's 1,000th telecast celebration on Tuesday, Feb. 12 (5:30 p.m., EST) over NBC-TV.

"Uncle Miltie" will greet the small fry from Studio 6B in Radio City, where he will be rehearsing his Tuesday night "Texaco Star Theatre" show. Garroway and Winchell and Mahoney will appear on the stage of NBC's Center Theatre in New York along with Buffalo Bob Smith, Clarabell, the clown, and others in the "Howdy Doody" cast.

In Hollywood, Wynn, Thomas and Carson will be introduced to the program's nation-wide audience by Howdy, Flubadub and Lanky Lou. The latter three will fly to the coast over this weekend to handle that portion of the Feb. 12 telecast.

Joining in the gala festivities will be Kukla, Fran and Ollie from Chicago. All four originations -- Center Theatre and Studio 6B in New York, and Hollywood and Chicago -- will be live.

The 1,000th telecast program is under the direction of "Howdy Doody's" producer, Roger Muir. Eddie Kean is the writer.

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HOWY AND TELEVISION STARS WILL APPEAR
ON 'HOWY' BOOTH'S 1,000TH TELECAST

TO BE SEEN FROM FOUR DIFFERENT PLACES

--- --

Milton Berle, Ed Wynn, Danny Thomas, Jack Carson, Dave

Barrow, Paul Winchell and Jerry Mahoney, and other NBC stars

will appear on HOWY BOOTH'S 1,000TH telecast celebration on Tuesday,

Sept. 12 (9:30 p.m., EST) over NBC-TV.

"Uncle Milt" will greet the small TV Town Studio 6B in

Hollywood City, where he will be celebrating his Tuesday night "Texaco Star

Teleshow" show. Barrow and Winchell and Mahoney will appear on the

stage of NBC's Century Theater in New York along with Paul Robeson

and others in the "Howdy Doody" cast.

In Hollywood, Wynn, Thomas and Carson will be introduced to

the program's nation-wide audience by Howdy Doody and Larry Lane.

The latter three will tip to the coast over this weekend to handle

the portion of the 1,001st telecast.

Joining in the gala festivities will be KLM, from the old

Tex Channel. All four stations -- Century Theater and Studio 6B

in New York, and Hollywood and Chicago -- will be live.

The 1,000th telecast program is under the direction of "Howdy

Doody's" producer, Robert Smith. Smith had to be clever.

BESS MYERSON CHOSEN 'CAMELLIA QUEEN OF 1952'

New Camellia to Be Named 'Queen Bess'

In Honor of 'Big Payoff' Hostess

Bess Myerson, former "Miss America" and now hostess of NBC-TV's THE BIG PAYOFF, has been chosen "Camellia Queen of 1952" by the Southern Gardens Association.

In tribute to Miss Myerson, the Association will name a new camellia the "Queen Bess." The camellia, developed at Magnolia Gardens in Charleston, S.C., is the result of almost 12 years of experimental cross-breeding.

This is the first such honor accorded by the Southern Gardens in 10 years. The last person similarly honored was the Duchess of Windsor.

Miss Myerson will visit Charleston this weekend (Feb. 9 and 10) to attend the notification ceremonies. She will be the guest of Charleston's world-famous Magnolia, Middleton and Cypress Gardens. Hundreds of thousands of visitors from all over the country visit the Gardens every year. The Middleton Garden, one of the oldest, was opened in 1751 by Arthur Middleton, a signer of the Declaration of Independence. It contains the "Reine des Fleurs," the first camellia bush planted in this country in 1783. The plant is still flourishing.

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NBC-New York, 2/6/52

and the first year of the garden.

In 1924, the first year of the garden.

The garden, the first year of the garden.

The garden, the first year of the garden.

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EKCO PRODUCTS CO. TO SPONSOR WEDNESDAY TELECASTS
OF 'THE GOLDBERGS' ON NBC NETWORK

The Ekco Products Company of Chicago, Ill., houseware manufacturers, will sponsor the Wednesday telecasts of "The Goldbergs" on the NBC television network starting tonight, Feb. 6.

The series, which stars Mrs. Gertrude Berg as Molly Goldberg, is seen on NBC-TV Mondays, Wednesdays and Fridays from 7:15 to 7:30 p.m., EST. The Monday presentation is sponsored by the Vitamin Corporation of America.

Advertising agency for Ekco is Earle Ludgin & Co., Chicago.

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NBC-New York, 2/6/52

WFO TRADING CO., 100 NORTH WASHINGTON STREET
OF THE COMPANY, ON THE NETWORK

The first of the Company of Chicago, Ill.,
business transactions, will account for the
day following of "The Goldsmith" on the NBC tele-
vision network starting tonight, Feb. 1.

The series, which starts Feb. 1, 1955, will
be held in Chicago, is now on NBC-TV Network,
Wednesday and Thursday from 7:30 to 8:30 p.m.,
EST. The Sunday presentation is sponsored by
the Illinois Corporation of America.
Admission and seating for 200 in Hall
Lobby B, 100, Chicago.

SILVER ANNIVERSARY SALUTE TO CITIES SERVICE

First-hand memories of program highlights and featured personalities on the Cities Service broadcasts over NBC radio during the past quarter-century will be recalled by Ford Bond on a special program, "Salute to Cities Service," Saturday, Feb. 16 (11:15 p.m., EST).

The broadcast will serve as a preliminary feature to the full-hour "Cities Service Silver Radio Jubilee" program to be presented on the exact anniversary of NBC's oldest continuous commercial series on Monday, Feb. 18 (9:30 p.m., EST).

"Salute to Cities Service" will be a repeat of the Nov. 17, 1951, "Silver Jubilee" NBC program which featured a brisk interview of Bond by Ben Grauer. Bond has been emcee of the Cities Service broadcasts for more than 20 years. Such personalities as Edwin Franko Goldman, Jessica Dragonette, Frank Black, the Revelers, Graham McNamee and Lucille Manners will figure in Bond's recollections.

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WOMAN AGENT HELPS 'COUNTER-SPIES' SMASH DOPE RING

The COUNTER-SPY organization employs a woman agent to help break up a narcotics ring in "The Case of the Peculiar Peddler" Thursday, Feb. 14 (NBC radio, 9:30 p.m., EST). Elaine Stewart (played by Rita Lynn) has a more than professional interest in the case since her own brother is a narcotics addict and victim of the peddlers.

Don MacLaughlin is heard as Harding, chief of the "Counter-Spies," and Mandel Kramer as his assistant, Peters.

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trade



news

CHRISTINE CASSERLY
ROOM 400

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RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

February 7, 1952

FLORIDA CITRUS FRUIT COMMISSION TO SPONSOR
SEGMENT OF 'TODAY' MONDAYS THROUGH FRIDAYS

The first Monday-through-Friday sponsorship of NBC's television news program, TODAY, was announced today with the signing of the Florida Citrus Fruit Commission to purchase five five-minute segments weekly starting Monday, Feb. 11. Agency for the Florida Citrus Fruit Commission is J. Walter Thompson.

"Today," which started on the NBC-TV network Monday, Jan. 14, is a two-hour daily "Communications" early morning program seen from 7:00 to 9:00 a.m., EST and CST. It stars Dave Garroway and is seen on 30 stations of the NBC interconnected network.

In the few weeks it has been on the air, the program has scored many outstanding news breaks. "Today" was the first television program to report the news of the death of King George VI to the American public.

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NBC-TV TO COVER THE EASTER PARADE AND
SOCIETY MEETING PLACE, WITH TOP NBC
PERSONALITIES AS COMMENTATOR

The Easter Parade, New York's traditional display of haute couture and sartorial splendor on Fifth Avenue, will be televised by the National Broadcasting Company from 12:00 noon to 1:00 p.m., EST, on Easter Sunday, April 13.

Current plans call for an NBC mobile television unit to be placed on the West side of Fifth Avenue, between 49th and 50th Streets -- diagonally opposite St. Patrick's Cathedral. TV personalities Dennis James and Betty Furness will be on hand to deliver a running commentary and interview Easter Paraders.

Dave Garroway and Marguerite Piazza, two other NBC personalities, will be stationed with another NBC mobile television unit's cameras in the Persian Room of the Plaza Hotel, traditional Easter Sunday society gathering spot for brunch.

Bob Elliott and Ray Goulding, NBC radio and TV stars, have been given a special assignment as roving reporters.

The telecast, which will be produced by John H. Mills of NBC's television news and special events department, will be sponsored from 12:00 to 12:30 by the Pepsodent Division of the Lever Brothers Company, through the advertising agency of McCann-Erickson, Inc. The second half hour (12:30-1:00 p.m.) will be sponsored by the General Tire and Rubber Company, through the D'Arcy Advertising Company, of Cleveland, Ohio.

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NBC-New York, 2/7/52

WBS-TV TO COVER THE EASTERN MARKET AND
SOCIETY MEETING STANDS WITH THE TWO
PERSONALITIES AS COMMENTATOR

The Eastern Market, New York's traditional market of meats
and vegetables, will be covered by
a special Broadcasting Company from 12:00 noon to 1:00 p.m. April 15.

Persons who wish to see the special television only to be
held on the West side of Fifth Avenue, between 42nd and 50th Streets
at approximately 11:30 a.m. April 15. TV personalities
will be on hand to deliver a running
commentary and interview local vendors.

Live commentary and interview stands, two other WBS-TV
stands, will be stationed with another WBS-TV television unit
in the kitchen room of the Plaza Hotel, traditional Eastern
style society gathering spot for dinner.

Bob Elliott and Ray Collins, WBS-TV news and TV news, have
been given a special assignment as local reporters.

The program, which will be produced by Joan E. Miller of
the television news and special events department, will be sponsored
on 12:00 to 1:00 p.m. in the Broadcast Division of the Lower Broadway
agency, through the advertising agency of McGann-Fitchman, Inc. The
second half hour (12:30-1:00 p.m.) will be sponsored by the National
and Rubber Company, through the United Advertising Company, of

Evansville, Ohio.

ROBERT MONTGOMERY TO GIVE COMMENTARY

AT KENNEL CLUB SHOW EXHIBITION

Robert Montgomery, NBC television executive producer, actor and radio commentator, will deliver a running commentary on the field dog exhibition at the Westminster Kennel Club's 76th annual show at Madison Square Garden, New York, Feb. 12. Montgomery is known to sportsmen as an expert "gun," and field trial judge of merit.

A variety of sporting dogs will work live birds from actual brush cover in the exhibition, the floor of the Garden being camouflaged as upland game country for the occasion. The field trial exhibition, first attempted in last year's show, proved so successful that it has been brought back by popular demand.

On both days of the show (Feb. 11 and 12), 2,351 of the country's best dogs, representing 118 breeds will be on view.

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KAISER-FRAZER SALES CORP. TO SPONSOR 'YOUR SHOW OF SHOWS'
SEGMENT ON ALTERNATE SATURDAYS

The Kaiser-Frazer Sales Corp. will sponsor the 10:00-10:30 p.m., EST, portion of "Your Show of Shows" over the NBC television network on alternate Saturdays beginning Feb. 16. Products to be advertised by Kaiser-Frazer include automobiles, accessories, parts and services. Advertising agency for the new sponsor is William H. Weintraub & Co., Inc.

The Lehn and Fink Products Corp. will continue alternate-week sponsorship of this same time period.

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NBC OFFERS A 'MEMORIAL TO THE KING' AND
ALSO AN OBITUARY OF KING'S OWN WORDS;
HICKS FLIES TO LONDON FOR FUNERAL

"In all grief there is hope. From each ending comes a new beginning. And such a new beginning is our hope for the peoples and the nations that comprise Great Britain." With these words George Hicks, veteran NBC news commentator, closed a special 25-minute eulogy of King George VI entitled MEMORIAL TO THE KING. It was heard over NBC's radio network Wednesday night, Feb. 6, at 10:35 p.m. (EST).

Complete with music conducted by Milton Katims, recorded excerpts from speeches by the deceased monarch; his brother, the Duke of Windsor; former Prime Minister Clement Attlee, and by other contemporary historical figures, "Memorial to the King" was a moving tribute to Britain's late monarch. Dee Engelbach produced the program on six hours' notice. Joel Murcott wrote the script.

"For the first time in 51 years," Hicks said in closing the broadcast, "for the first time since Victoria, a woman will reign over the far-flung empire that covers one-quarter of the land surface of the earth. Long live the Queen, Princess Elizabeth, who now takes over the throne, the responsibilities, the traditions that her father worked and died for.

"The new queen will be a good queen, so think the people, so thought her father. One of his last earthly thoughts was of the daughter who will succeed him and in her he placed his dreams, his confidence and his faith. The new Queen was born to rule. She lived her childhood largely in a war-torn city facing the enemy and learning

(more)

THE HISTORY OF THE KINGDOM OF
SCOTLAND FROM THE DEATH OF
JAMES V. TO THE DEATH OF
JAMES VI.

IN THE FIRST PART OF THIS HISTORY, THE REIGN OF
JAMES V. IS DESCRIBED, AND HIS DEATH IS
RECORDED. THE SECOND PART, WHICH
CONTAINS THE REIGN OF JAMES VI., IS
NOW BEFORE THE READER. THE HISTORY
OF THIS REIGN IS DIVIDED INTO TWO
PARTS, THE FIRST OF WHICH
CONTAINS THE REIGN OF JAMES VI.
UNTIL HIS DEATH, AND THE SECOND
PART CONTAINS THE REIGN OF
JAMES VI. UNTIL HIS DEATH. THE
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TWO PARTS, THE FIRST OF WHICH
CONTAINS THE REIGN OF JAMES VI.
UNTIL HIS DEATH, AND THE SECOND
PART CONTAINS THE REIGN OF
JAMES VI. UNTIL HIS DEATH.

2 - News Coverage

that a queen or anyone of royal blood does not flinch or retreat. May her reign be long and happy. Long Live the Queen!

"The National Broadcasting Company and the American people also offer their profound sympathy to her Majesty the Queen and the Royal Family."

"Memorial to the King" was the highlight of a full day of NBC transatlantic news coverage directed by Henry Cassidy and Joseph Meyer from the first bulletin of King George's death at 6:10 a.m. (EST) until the last regularly scheduled newscast after midnight.

At 7:30 a.m. WNBC broadcast the official BBC announcement of the royal death and Romney Wheeler reported reaction from the man-in-the-street in London. These spots were rebroadcast on the 8:00 a.m. (EST) WORLD NEWS ROUNDUP (network except WNBC). At 1:00 p.m. (EST) NBC broadcast an obituary of King George VI, using his own voice and words. The tape-recorded quarter-hour marked a new technique in radio reporting because the obituary was prepared in advance and ready for immediate use.

On Morgan Beatty's two evening NEWS OF THE WORLD programs -- the first at 7:30 p.m., the second at 11:15 p.m. -- NBC broadcast round-the-world reaction to the king's death with pickups from Buckingham Palace; Paris, where Mrs. Roosevelt mourned the monarch; Ottawa, Tokyo, Korea, and back to New York where Vivian Leigh and Lawrence Oliver gave moving eulogies of the late King George to NBC listeners. Highlight of the day's coverage was "Memorial to the King" at 10:35 p.m.

(more)

and a group of people of royal blood were not allowed to attend.

It was said to have been the last time the king was seen.

"The National Broadcasting Company and the Associated Press

and other news agencies reported that the king died at 11:00 a.m.

on Saturday.

"According to the king's will, the king's body was to be

interred in the royal tomb at St. George's Chapel, Windsor.

The king's death was announced at 11:00 a.m. (EST).

All the news agencies reported the king's death at 11:00 a.m.

At 11:00 a.m. the king's death was announced on the radio.

The royal household and the royal family were informed of the king's

death at 11:00 a.m. The king's death was announced on the radio.

(EST) 11:00 a.m. (EST) 11:00 a.m. (EST) 11:00 a.m. (EST)

The king's death was announced on the radio at 11:00 a.m.

The king's death was announced on the radio at 11:00 a.m.

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11:00 a.m.

On Monday, the king's death was announced on the radio.

The king's death was announced on the radio at 11:00 a.m.

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3 - News Coverage

NBC newsman George Hicks has flown to London to assist Romney Wheeler, NBC correspondent in the British capital. Hicks will report the nation's mourning and the royal funeral, set for the week of February 17.

NBC-TV news provided two special video eulogies to King George VI, one at 6:00 p.m. (EST), the other at 11:15 p.m. Films and commentary traced the life of Britain's monarch from the time of Edward VIII's abdication until his untimely death.

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NBC-New York, 2/7/52

NBC newsmen George Hines and John H. Johnson to assist

George Hines, NBC correspondent in the British capital, Hines will
report the nation's activities and the royal funeral, and for the week

February 17.

NBC-TV news provided two special video outlets to film

George VI, one at 6:00 p.m. (EST), the other at 11:15 p.m. Films and

commentary traced the life of Britain's monarch from the time of

George VI's abdication until his untimely death.

NBC-NEW YORK, 2/17/52

CREDITS FOR NBC-TV'S 'HERE'S TO YOUR HEALTH'

PROGRAM: HERE'S TO YOUR HEALTH

NETWORK: NBC Television

PREMIERE: Sunday, Feb. 10 (5:30 p.m., EST, and by kinescope recording at later dates on other stations. Please consult local stations). Second telecast, Saturday, Feb. 23 (7:00 p.m., EST); monthly thereafter.

PRODUCED UNDER SEAL OF: New York County Medical Society.

FORMAT: Drama-documentary.

CONCEIVED AND SUPERVISED BY: Dr. Lester L. Coleman.

PRODUCER: Craig G. Allen.

DIRECTOR: Alan Neuman (Feb. 10).

WRITER: Budd Fishel.

POINT OF ORIGIN: New York.

FIRST TELECAST: "Polio," an on-the-spot telecast from the Institute of Physical Medicine and Rehabilitation, New York.

PARTICIPANTS: Dr. Howard Rusk, director of the Institute of Physical Medicine and Rehabilitation, New York; Dr. Hart van Riper, director of the National Foundation for Infantile Paralysis; Dr. Arthur Master, president of New York County Medical Society; others.

SERIES AIM: "The Medical Society of the County of New York comprises 7,000 physicians and surgeons," Dr. Master, president of the society, will say on the premiere telecast. "Like all other County Medical Societies in the United States, it functions for the maintenance of the highest professional ideals. We believe that our democracy's well-being depends on the health of its people. Therefore, through the powerful new medium of television we are initiating an experiment in education and enlightenment. We physicians have so often seen the people of the United States confused, mystified, even HARMED by ignorance of medical truth. So we welcome this means of communicating with you in your homes to give you medical information to comfort you and help to dispel alarm."

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trade news



2 COPIES

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

February 8, 1952

ALFRED P. SLOAN FOUNDATION AND NBC TO EXTEND

'AMERICAN INVENTORY' TV SERIES 39 WEEKS

- - -

'K., F. and O.' to Be Featured in Telecast on 'Savings'

FOR RELEASE TO MORNING PAPERS, MONDAY, FEB. 11

The Alfred P. Sloan Foundation in conjunction with the National Broadcasting Company announces an extension of an additional 39-week series of AMERICAN INVENTORY, the experimental adult education television program which has been warmly received by both the general public and educators. Raymond P. Sloan, vice-president of the Foundation, announces that the Foundation has appropriated \$140,000 toward the costs of the television program for 1952.

According to Frederic W. Wile Jr., NBC vice-president in charge of television network production, "American Inventory" will continue to be televised on Sundays at 1:30 p.m., EST, with William Hodapp as producer.

First telecast in the new cycle, Sunday, Feb. 17, will feature "Kukla, Fran and Ollie" in "Savings." This will be an economic story, presented "live" from Chicago, showing the value of savings, particularly to the nation's productivity.

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2 - 'American Inventory'

An innovation in the new cycle will be block booking, with two or more telecasts on a single theme presented on successive weeks. A shift in techniques will bring more emphasis on dramatic shows, on films made expressly for the series, and on "panels-with-a-difference." The latter technique, developed by "American Inventory," presents each participant in the ad lib discussion in his natural setting.

There will be 10 telecasts in the economic area, 10 on public issues of great importance, five on the humanities and social sciences, five on science and technology, as well as five public service programs to be developed in cooperation with professional or philanthropic organizations, and four special events.

The second telecast, Feb. 24, will be "Everyman," a program to be produced in connection with National Brotherhood Week, stressing the responsibilities of the average man for promoting better human relations. The third telecast, March 2, will be "Defense in the West -- Economic and Military," a film made expressly for the series and dealing with the Eisenhower mission in Europe.

Subjects for subsequent weeks will be:

"Star-Crossed," a folk opera retelling the Romeo and Juliet story in terms of Kentucky mountain people and utilizing music written and arranged by John Jacob Niles.

"Nuts and Bolts," an economic musical variety program telling the story of labor's contributions to industry and the importance of industrial and economic efficiency.

"Robber Barons," a new look at the leaders of American industry in the last century.

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(1970)

"The Truth about Science Fiction," a program demonstrating that many of things modern-day science fiction deals with are not of tomorrow but of today, with Willy Ley as guest.

"Opportunities Unlimited," a story of the great need for basic scientific research and personnel.

"The Dynamic Circle," a short history of American economics in "living newspaper" style.

"University in Exile," a story of the efforts being made to rescue important minds from behind the Iron Curtain and to employ them in vital work on behalf of democracy.

"Biography Book," the life story of the late George Washington Carver, employing a new technique.

"Linnaeus," a program dealing with the resources of a botanical garden and emphasizing the importance of statistical research and information.

"Who Owns America?", a special animated cartoon in the economic sphere.

There also will be telecasts devoted to law, medicine, education, handicrafts, and safety.

Charles Christensen is the director, and Bob Wald associate producer.

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NBC-New York, 2/8/52

"The Truth About Science Fiction," a program demonstrating

many of today's modern-day science fiction ideas with the help of

other one of today's most popular TV series.

"Geographical History," a story of the world and for

the scientific research and discovery.

"The Dynamic Circle," a short history of American companies

"Living Newspaper," series.

"University in Exile," a story of the efforts being made to

and important news from behind the Iron Curtain and to employ the

vital work on behalf of democracy.

"Biography Book," the life story of the late George Washington

Carver, including a new technique.

"Management," a program dealing with the resources of a business

and garden and emphasizing the importance of systematic research and

formation.

"Who Owns America," a special animated cartoon to the

economic sphere.

There also will be telecasts devoted to law, medicine, education,

on, handicapped, and safety.

Charles Christensen in the director, and Bob Ward assistant

director.

NBC-New York, 2/8/54

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

February 8, 1952

* ————— *

'WINNER TAKE ALL' QUIZ SHOW TO START FEB. 25
AS MONDAY-THROUGH-FRIDAY FEATURE ON NBC-TV

* ————— *

PREMIERE

WINNER TAKE ALL, the audience-participation program featuring "the battle of the buzzer and the bell," will be presented as a Monday-through-Friday series over the NBC television network beginning Feb. 25 (10:30 to 11:00 a.m., EST).

Bill Cullen, who has been associated with the quiz program in the past, will resume his duties as master of ceremonies.

"Winner Take All," offering merchandise prizes, is played by two contestants at one time, one equipped with a buzzer, the other with a bell. The contestant who signals first in response to a question by Cullen is allowed to answer. If his answer is wrong, the opponent is allowed a "free throw" at another question. The first contestant to answer three questions correctly becomes the winner of the round. The loser is replaced by another contestant. The winner or "champ" may remain in continuous competition until he is eliminated by a "challenger" or until he retires voluntarily.

"Winner Take All" is a Mark Goodson and Bill Todman production. It will be produced by Peter Arnel and directed by Frank Jacoby.

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February 8, 1952

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NBC RADIO PUTS ON 119 NEWS SHOWS EACH WEEK
TO OFFER NEARLY 21 HOURS OF LATEST NEWS;
NETWORK LEADS IN COMPLETE NEWS COVERAGE

* ————— *

One hundred and nineteen radio news programs each week, a total of nearly 21 hours of radio news programming per week, are broadcast by NBC radio from New York to maintain its position as the first network in news. NBC broadcasts 20 hours and 55 minutes of news weekly.

The next network has 91 weekly shows and sixteen hours and ten minutes of radio news programs each week.

Ever since the news-fraught days of World War II, NBC radio has augmented its news schedules by 11 quarter-hour shows and 10 five-minute newscasts, a total of three hours and 25 minutes of additional reports and commentary. Today NBC radio originates more overseas pickup direct from its world-wide staff of correspondents than ever before. NBC also originates more pickups from different sectors of the United States than ever before.

To do this the NBC radio news and special events department, headed by Henry Cassidy and managed by Joseph Meyers, has maintained its staff of writers and correspondents at a record level. The overseas staff, instead of being concentrated at Army headquarters and a

(more)

THE RADIO ROUTE ON THE NEW YORK RADIO NETWORK
TO OFFER NEARLY 21 HOURS OF LATE NEWS
NETWORK LATE IN THE EVENING

One hundred and nineteen radio news programs each week, a
total of nearly 21 hours of radio news programming per week, are
broadcast by NBC radio from New York to maintain its position as the
first network in news. NBC broadcasts 20 hours and 25 minutes of news
weekly.

The next network has 21 weekly hours and sixteen hours and
ten minutes of radio news programs each week.

Ever since the news-broadcast days of World War II, NBC radio
has augmented its news schedule by 11 quarter-hour shows and 15
minute newscasts, a total of three hours and 25 minutes of additional
reports and commentary. Today NBC radio continues news coverage
picking up from its world-wide staff of correspondents that was
before. NBC also continues with its long history of news coverage of
United States than ever before.

To do this the NBC radio news and news coverage has been
headed by Henry Kissinger and headed by the news program, has maintained
the staff of writers and correspondents at a high level. The news
staff, instead of being content to do news programming and a

2 - Radio News

few Western European capitals, now stretches round the globe. There are NBC men in Berlin, Vienna, Madrid, Tokyo, Manila, Korea as well as in Paris, London, Rome, Stockholm, Israel, Cairo, South and Central America, Alaska and Hawaii.

Since the end of World War II, NBC has added the following radio news shows to its schedule:

News of the World, 2nd edition, Monday through Friday at 11:15 p.m. (network except WNBC).

Robert Montgomery's "A Citizen Views the News," Monday through Friday at 10:30 p.m.

Kenneth Banghart and the News, Monday through Friday at 2:55 p.m.

Bob Considine, Saturday at 5:45 p.m.

Earl Godwin's Washington, Saturday at 11:15 p.m.

Critic-at-Large with Leon Pearson, Sunday at 1:00 p.m.

Mike 95, Sunday at 1:15 p.m.

Elmo Roper, Sunday at 3:30 p.m.

John Cameron Swayze and the News, Sunday at 3:45 p.m.

NBC radio is planning more and better news programs during this election year. A hundred-man radio news staff will insure the most complete coverage possible of both Republican and Democratic conventions in Chicago next July, and the election in November.

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NBC-New York, 2/8/52

The program is broadcast weekly, and is available to all stations. The program is broadcast weekly, and is available to all stations. The program is broadcast weekly, and is available to all stations.

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NBC RADIO NEWSMEN AND STAFF MEMBERS

RE-ASSIGNED FOR ELECTION COVERAGE

The NBC radio news department will re-assign several of its commentators, newscasters and members of its production staff effective Monday, Feb. 18, director Henry Cassidy announced today. "This realignment will strengthen NBC's radio news staff in preparation for election campaign coverage," Cassidy said.

William Sprague, formerly a news commentator at station KPRC, NBC's affiliate in Houston, Texas, will take over the 8:00 a.m. (EST) WORLD NEWS ROUNDUP heard Mondays through Fridays on the network except New York and on Saturdays in New York as well. Sprague was an anti-tank officer with the Third Army in Europe before joining the KPRC news staff. In Houston he was popular as a newscaster and commentator.

Sprague will replace Lockwood Doty who takes over the 9:00 a.m. (EST) WORLD NEWS ROUNDUP on Sundays, Doty will continue to narrate MIKE 95, NBC's look behind the news, on Sunday at 1:15 p.m. (EST). He also will report the 6:00 p.m., (EST) Saturday news locally over WNBC.

Merrill Mueller, NBC correspondent formerly head of the London bureau and then West Coast commentator from KNBC San Francisco, will take charge of the network news program Monday through Friday at 1:30 p.m., EST (network except WNBC) replacing George Hicks. Hicks will be available for general assignment while he lays the groundwork for NBC's convention and election campaign coverage.

John Gerber, a member of NBC news production staff, has been promoted to Assistant Editor. A specialist in radio documentaries and special events programs, Gerber will assume the duties relinquished by

(more)

WBC RADIO NEWS AND STAFF REORGANIZATION

RE-ASSIGNED FOR BROADCAST COVERAGE

The WBC radio news department will be assigned several of its newsmen, newscasters and members of its production staff effective Monday, Feb. 19, director Henry Cassidy announced today. "This assignment will strengthen WBC's radio news staff in preparation for election campaign coverage," Cassidy said.

William Sprague, formerly a news commentator at station KRLD, will be assigned to Houston, Texas, will take over the 6:00 a.m. (EST) KRLD NEWS ROUNDUP heard Monday through Fridays on the network except on Saturdays in New York as well. Sprague was an assistant editor with the Third Army in Europe before joining the KRLD news staff. In Houston he was popular as a newscaster and commentator.

Sprague will replace Lockwood Day who takes over the 6:00 a.m. (EST) KRLD NEWS ROUNDUP on Sundays. Day will continue to report from WBC's Los Angeles office the news on Sunday at 11:30 a.m. (EST). He also will report the 6:00 p.m. (EST) Saturday news locally.

Harrell Mueller, WBC correspondent formerly head of the Los Angeles and then West Coast commentator from KRLD 360 Francisco, will take charge of the network news program Monday through Friday, 1:30 p.m. (EST) (network except WBC) replacing George Hanks. Hanks is no longer available for general assignment while he lays the groundwork for WBC's convention and election campaign coverage.

John Gerber, a member of WBC news production staff, has been named as Assistant Editor. A specialist in radio documentaries and special events programs, Gerber will assist the duties relinquished by

Burroughs H. Prince who is now a member of NBC-TV's TODAY staff.

William Hill, a news writer, has been added to the New York newsroom replacing Paul Cunningham who has joined the staff of "Today." Two other news writers will be added to the New York staff in the near future, Cassidy said.

In Washington NBC expanded its radio news department at the outset of election year and appointed Arthur F. Barriault Washington director of radio news and special events. Herbert E. Kaplow has been named night news editor and Rex R. Goad, former general news manager of Transradio Press Service, has been added to NBC's staff in the Capital as network news desk supervisor.

Cassidy announced that NBC radio soon would deploy its team of commentators and newscasters for complete pre-convention coverage of national politicking. The assignments would be made public in the near future, he said.

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NBC-New York, 2/8/52

William H. Hill, a news writer, has been named to the New York

newsroom replacing Paul Cunningham who has joined the staff of today

Two other news writers will be added to the New York staff in the near

future, it is said.

In Washington NBC expanded its radio news department at the

outset of election year and appointed Arthur R. Barnard, Washington

director of radio news and special events, Joseph E. Kaplan and

named night news editor and for W. Ross, former general news manager

of Tennessee from Knoxville, has been added to NBC's staff in the

capital as network news desk correspondent.

Casady announced that NBC radio soon would deploy the

team of commentators and newscasters for complete pre-emption

coverage of national politics. The assignments would be made

while in the near future, he said.

NBC-New York, 3/5/58



N B C T E L E V I S I O N

A Service of Radio Corporation of America

N.Y. CORRESPONDENT FOR LONDON PAPER

PRAISES 'TODAY'S' COVERAGE OF DEATH

"It was the best piece of journalism I've seen in a long time," Tom Downes, New York correspondent for the London Evening News, said of the coverage given the death of King George VI by TODAY, the NBC-TV early morning program of news and special features (Mondays through Fridays, 7:00-9:00 a.m., EST and CST) on Wednesday, Feb. 6.

When Downes heard the announcement of the King's death he rushed to his office in downtown New York and tuned in the television program. The entire story which he later filed to his paper was based on the television account. Following is the body of his dispatch to the London Evening News:

"NBC television station WNBT devoted the whole of its newscast to the King's death and called from his bed H.V. Kaltenborn to do a commentary. The station rebroadcast the BBC announcement from London together with the playing of the National Anthem. Kaltenborn described the King as quiet, unostentatious, who had never been a spectacular monarch and who had never thrust himself before the public. He said the new Queen Elizabeth, who throughout her life had shown herself well prepared to assume the dignity that came to her today, was an outstanding example of how a young woman born to the purple, achieved the purple and was equal to the purple."

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NBC-New York, 2/8/52

RCA BUILDING, RADIO CITY, NEW YORK 20, N. Y.

TED MACK SETS JUNE 12 AS DATE FOR THE
'AMATEUR HOUR' CHAMPIONSHIP SHOW
AT THE MADISON SQUARE GARDEN

Ted Mack, emcee of THE ORIGINAL AMATEUR HOUR, seen every Tuesday over the NBC television network (10:00 p.m., EST), has set June 12 as the date for the "Amateur Hour's" Third Annual Championship Show at Madison Square Garden, New York.

The three-hour performance will feature amateur "stars," "graduates," and three-time winners of the program's 1951-1952 radio and TV season, who will compete for the 1952 scholarship awards and runner-up prizes amounting to \$4,000 in cash and including two gold trophies and one silver trophy.

The "Amateur Hour" Championship show, a capacity sellout in its two previous years, is to be staged on behalf of the New York Foundling Hospital which, as formerly, will receive all of the box office proceeds.

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THE FIRST PART OF THE SHOW

'AMATEUR HOUR' CHAMPIONSHIP SHOW

AT THE MADISON SQUARE GARDEN

Ted Mack, owner of the original Amateur Hour, seen every Tuesday over the NBC television network (10:00 P.M. EST), has set June 12 as the date for the "Amateur Hour" Third Annual Championship Show at Madison Square Garden, New York.

The three-hour performance will feature amateur "stars," "Graduates," and three-time winners of the program's 1951-1952 radio and TV seasons, who will compete for the 1952 scholarship medals and runner-up prizes amounting to \$4,000 in cash and including two gold trophies and one silver trophy. The "Amateur Hour" Championship Show, a 90-minute affair, is the two previous years, as to be staged on behalf of the New York Football Council, which, as formerly, will receive all of the box office proceeds.

SUNDAY SCHOOL USES 'WHO SAID THAT?'
FORMAT TO RAISE TREASURY'S FUNDS

Civic groups are using the format of "Who Said That?", NBC television's panel quiz program (Mondays, NBC-TV network except WNBT, 10:30 p.m., EST), as a means of fund-raising.

A Sunday School group in Memphis, Tenn., had the young members of the class sit around a panel table with an empty gold fish bowl in the center. Each child had a card around his neck indicating the name of the "Who Said That?" panelist he was impersonating. The teacher then asked a series of questions, and if the children failed to give the correct answer they had to drop into the bowl twenty-five cents which went into the treasury of the Sunday School class.

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NBC-New York, 2/8/52

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'THEATRE GUILD ON THE AIR' NAMED BEST RADIO SHOW OF 1951;
OTHER NBC RADIO AND TV PROGRAMS ALSO HONORED

* ----- *

NBC's "Theatre Guild on the Air" was named the best radio program of 1951 in the first annual awards selections by the National Association for Better Radio and Television, it was announced in Los Angeles by NAFBRAT president Clara S. Logan.

Other NBC radio programs cited by the association include "The Halls of Ivy," best comedy drama; "University of Chicago Round-Table," best education and information program; "Mind Your Manners," best teen-age program; and "National Farm and Home Hour," best agricultural program.

NAFBRAT picked NBC-TV's "Your Show of Shows" as the best variety program of the year, and "Zoo Parade" as the best children's TV show.

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'ONE MAN'S FAMILY TREE'--A PAGEANT FEATURE

The NBC ONE MAN'S FAMILY radio program (Mondays through Fridays, 7:45 p.m., EST), the serial drama of life with the Barbour family, is the subject of a feature article in the current (March) issue of Pageant magazine.

The article, titled "One Man's Family Tree," is illustrated with pictures comparing the Barbours of 1943 and today. It also traces the family tree during the past 20 years with photos of all the family members, dates of births, marriages and deaths.

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ONE NEW SPONSOR, AND RENEWAL OF THREE OTHERS,
ANNOUNCED FOR 'HOWDY DOODY' SHOW

Acquisition of one new sponsor and renewal of three others on NBC's highly popular network television children's show, "Howdy Doody," (Mondays through Fridays, 5:30-6:00 p.m., EST), has been announced by Gene Hoge, NBC Chicago network TV sales manager.

Bauer & Black, makers of surgical dressings and medical supplies, will sponsor the 5:30-5:45 p.m., EST, Wednesday portion of the series each week beginning April 16. Leo Burnett Co., Inc., is the advertising agency for Bauer & Black.

The three current sponsors who have renewed are:

Mars, Inc., 5:45-6:00 p.m., EST, Mondays, starting March 3, and 5:30-5:45 p.m., EST, Wednesdays, starting March 5, through Leo Burnett, Co.

The Kellogg Co., 5:30-to 5:45 p.m., EST, Tuesdays and Thursdays, starting March 14, through Leo Burnett, Co.

International Shoe Co., 5:45-6:00 p.m., EST, alternate Wednesdays starting Feb. 22, through Henri, & McDonald, Inc.

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PEANUT FARMERS VOTE 'DOUBLE OR NOTHING' MOST POPULAR QUIZ

Walter O'Keefe and his DOUBLE OR NOTHING radio program (NBC-radio, Mondays through Fridays, 10:30 a.m., EST), have been honored by the more than 55,000 peanut farmers in the United States as "the most popular quiz broadcast." O'Keefe will receive a golden peanut on a key ring from the National Peanut Council in tribute to National Peanut Week.

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February 8, 1952

CAST AND CREDITS FOR PUCCINI'S 'THE CLOAK'
ON NBC TV OPERA THEATRE FEB. 14

The fifth presentation of the 1951-52 season of the NBC Television Opera Theatre will be Puccini's opera, "The Cloak" (Il Tabarro) Thursday, Feb. 14 (NBC-TV, 11:00 p.m., EST). The cast and credits:

Cast

Michel.....Robert Weede, baritone
Georgette.....Elaine Malbin, soprano
Lucien (Luigi).....Davis Cunningham, tenor
Babila (Frugola).....Margery Mayer, mezzo-soprano
Todo (Talpa).....Kenneth Smith, bass
Tilo (Tinca).....Michael Pollock, tenor
Song Pedlar.....Jacques Artinian, tenor
Lovers.....David Williams, tenor, and
 Florence Forsberg, soprano
Chorus.....Alice Fraser, Frances
Paige, Carole O'Hara, Robert Goss and Szigmund Mezey

Credits

Producer.... .Samuel Chotzinoff
Music and Artistic
 Director.....Peter Herman Adler
Television Director.....Kirk Browning
Associate Producer.....Charles Polacheck
Assistant Conductor.....Herbert Grossman
Staged by.....Hans Busch and Kirk Browning
Audio Director.....Marvin Saines
Translation.....Henry Reese and NBC Opera Staff
Costumes.....Liz Gillelan
Production designed by...Carl Kent
Lighting.....Jack Fitzpatrick
Technical Director.....Frank McArdle
Makeup.....Bob O'Bradovich

February 11, 1952-17A-9-45

FRED SHAWN IS PROMOTED TO POST OF DIRECTOR
OF NBC RADIO STATION RELATIONS

Promotion of Fred Shawn to the position of director of Radio Station Relations was announced today by Carleton D. Smith, NBC vice president in charge of Station Relations. Shawn has been director of NBC's TV Production Services.

In making the announcement, Smith said: "Fred Shawn's long career in the broadcast field and his accomplishments during that career have qualified him well for the position he is assuming. His broad range of experience in the problems peculiar to local station and network operations makes him eminently suited to the requirements of the job."

Shawn has spent 20 years in radio and television, serving in many station and network capacities, including administration, programming, operations and sales.

Shawn began his career in the entertainment industry as a performer in musical comedies. His first job in radio was as a vocal soloist and announcer at WLW Cincinnati in 1932. In 1933 he moved to NBC in Washington, D.C., for a similar post. He was soon named assistant manager of Station WRC. In addition to his duties as assistant station manager at WRC, Shawn also was program manager and active in special events programming.

He moved to NBC in New York in April, 1945, as assistant to the vice president in charge of network programs, a position he held until April, 1948, when he returned to Washington, D.C., as director of radio, television and FM operations for Station WMAL. One year later Shawn came back to NBC in New York as manager of Program Operations for the television network, and shortly thereafter was named director of NBC-TV Production Services.

A native of Payette, Idaho, Shawn attended Pomona College, Claremont, Calif. He currently resides in Port Washington, Long Island, N.Y., with his wife and three children.

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February 11, 1952

'IT'S A PROBLEM' TO BE SEEN ON NETWORK;
PROGRAM HAS TOP SPECIALISTS AS GUESTS

IT'S A PROBLEM, an authoritative panel show dealing with the problems of modern society will join the NBC-TV network on Monday, Feb. 25 (Mondays through Fridays, 12:30 p.m., EST). This program is now seen on WNBT only, at 10:30 a.m., EST, Tuesdays through Fridays.

The noted writer, Fannie Hurst, and eminent educator Helen Parkhurst, founder of the famous Dalton School, will continue to serve as alternate members of the panel. As daily guest panelists, the nation's top specialists in medicine, education, science, religion and social welfare will discuss problems related to their specific field.

Topics for discussion are selected from the letters of viewers and encompass questions on the broader social issues and community problems, as well as highly specific inquiries about mothers-in-law, adolescent dating behavior, stealing and discipline.

Guest panelists for the new series include such authorities as: anthropologist and author Dr. Margaret Mead, noted psychiatrist Dr. Rose Franzblau, psychologist and author Dr. Robert Goldsohn, author and educator Lawrence Frank, Edward Lewis, executive director of the Urban League; Miss Lena Levine, of the American Association of Marriage Counselors; Everett Clinchy, president of the National Conference of Christians and Jews, and Mark McClosky, director of Education for the Board of Education.

"It's a Problem" is produced by 26-year-old Phyllis Adams, NBC's youngest woman producer. Howard Davis is the director and Ben Grauer is the moderator of the series.

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NBC RADIO AND TELEVISION NETWORKS

MOVE QUICKLY TO COVER PLANE CRASH

NBC radio and television news crews broadcast complete reports of the Elizabeth, N.J., plane crash early this morning, Monday, Feb. 11, direct from the scene of the disaster. WNBC aired its first bulletin at 12:55 a.m. (EST).

An NBC-TV mobile unit was ordered to Elizabeth at 12:45 a.m. as soon as the NBC newsroom in New York received first word of the DC-6 crash, the third in Elizabeth in three months. Jack Mills supervised and Jack Dillon directed the live pickups.

NBC-TV film cameramen Tom Priestley, Ludovic Geiskop and Simon Avnet kept a complete film report flowing to NBC-TV studios in New York prior to the direct video pickups. Bernard Hurwood supervised the developing and editing.

NBC radio sent Chet Hagan, radio reporter, to Elizabeth early this morning. Hagan gave a dramatic on-the-scene report at 6:15 a.m. after NBC had opened the network at 5:30 a.m. with bulletin reports of the crash.

Graham Grove, another special events announcer, joined Hagan in Elizabeth for spot-news broadcasts complete with eye-witness statements at 7:00, 7:30 and 8:00 a.m. (EST). NBC radio wrapped up its coverage of the airliner crash with a special 15-minute program at 1:45 p.m. (EST) (WNBC only) covering all angles of the disaster.

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NBC-New York, 2/11/52

IT WASN'T GREEK TO THEM; IT WAS JAPANESE

The lilting accents of the Japanese language were heard in NBC's International Theater during a recent rehearsal of "Your Show of Shows," and it wasn't a production of "Madama Butterfly."

Seems that the Voice of America -- officially known as the Office of International Broadcasting, Department of State -- had selected NBC's 90-minute gala musical revue starring Sid Caesar and Imogene Coca, as exemplifying the best in television entertainment and organization, and had sent a crew of three Japanese announcers from the Voice's Japanese desk to observe the proceedings. Japan is about to launch its own commercial radio and TV.

Capt. Hal Keith, former TV director for "Your Show of Shows," was despatched from the Pentagon, in Washington, to give the announcers, headed by Mr. Tony Kay, a running commentary on the behind-the-scenes TV theater activity. Capt. Keith, who served in Japan after World War II, speaks the language fluently.

The Japanese announcers' interview with Keith, along with messages in English from producer-director Max Liebman and associate supervisor Hal Janis, were tape-recorded against a background of the dress rehearsal of "Your Show of Shows." The recording will be played on the Voice for the Japanese audience.

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NBC-New York, 2/11/52

IT WASN'T ORIGINALLY INTENDED TO BE A JAPANESE

The lifting agencies of the Japanese language were heard in

the International Theater during a recent rehearsal of "Your Show of

ows," and it wasn't a production of "Madame Butterfly."

It seems that the Voice of America -- officially known as the

Office of International Broadcasting, Department of State -- had re-

ceived NBC's 30-minute radio news program starring Sir George and

Gene Goss, as exemplifying the best in television entertainment

organization, and had sent a crew of three Japanese announcers

on the Voice's Japanese desk to observe the proceedings. Japan is

out to launch its own commercial radio and TV.

Capt. Hui Kaito, former TV director for "Your Show of

ows," was dispatched from the Pentagon, in Washington, to give the

news, headed by Mr. Tony Kay, a running commentary on the behind-

the-scenes TV theater activity. Capt. Kaito, who served in Japan

for World War II, speaks the language fluently.

The Japanese announcers, interviewed with Kaito, along with

agents in English from producer-director Max Liebman and associate

producer Mr. Janis, were tape-recorded against a background of the

see rehearsal of "Your Show of Shows." The recording will be

used as the voice for the Japanese audience.

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'TODAY' VIEWERS SEE FIRST FILMS OF
PLANE CRASH IN NEW JERSEY CITY

The first newsreel films to be seen anywhere of the plane crash in Elizabeth, N.J., this morning (Feb. 11) were part of the extensive coverage given the accident, on TODAY, NBC-TV's early morning program of news and special features (Mondays through Fridays, 7:00-9:00 a.m., EST and CST).

Immediately after news of the crash reached NBC, newsreel photographers, mobile TV and radio units and reporters were dispatched to the scene.

When the program went on the air at 7:00 a.m., the first films were shown, tape-recorded accounts of survivors and eye witnesses were heard, and NBC reporter Don Goddard broadcast direct from the scene. "Live" pickups also were seen.

Bodies of victims of the crash were still being removed as "Today's" newsreel cameramen arrived and recorded on film the aftermath of the accident. Gabriel Schoenstein, one of the first persons to arrive on the scene and who helped remove some 25 bodies from the plane, gave a vivid account for the newsreel cameras; "It was an inferno... I hope I never see anything like it again."

The account of a survivor, Margaret White of New York City, was recorded at a nearby hospital and rebroadcast: "We were skidding over treetops and rooftops and the next thing I knew I was out on the
(more)

THEY'RE THINKING OF PUTTING IT
 ABOUT THERE IN THE OTHER CITY

The first attempt was to be made within 24 hours of the time
 when in January, 1944, the meeting (1944) was held at the
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ground...flames were all over the place. Someone took me over to a car and brought me to the hospital."

Don Goddard, NBC reporter, interviewed a Mr. Whitford, night-man at the orphanage in which 100 children were asleep and in the yard of which the plane fell.

"I was sitting in the office," Whitford said, "when I heard a thud and explosion, then saw the fire."

The on-the-spot account of the accident continued at intervals throughout the time the program remained on the air.

A guest of Dave Garroway, "Communicator" on "Today," which comes from the NBC Communications Center on 49th Street in New York, was John Carradine, distinguished American actor. Following their discussion of the vogue of dramatic readings now apparent on the Broadway stage, Mr. Carradine "read" the last soliloquy from Hamlet.

In keeping abreast of the news in England, following the death of King George VI, George Hicks, veteran NBC correspondent was heard speaking from London. Sent to the British Capital specifically to cover the events that will lead up to the late monarch's funeral this week, Hicks was heard as he interviewed a Welshman, one of the many persons already arriving from various parts of the British Isles to attend the ceremony.

Adding to the variety of the early morning show was a preview of the 76th Westminster Kennel Club Show opening later that morning at Madison Square Garden.

Five dogs, all champions, having won best-in-breed or best of show in previous competitions, were seen on the program; a Dalmatian, New Foundland, Papillon, Skye terrier and Bedlington.

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February 12, 1952

FIRST NBC-TV FILMS, 'DANGEROUS ASSIGNMENT,'
SOLD IN 26 MARKETS IN TWO MONTHS

The first NBC-TV series of half-hour television films, DANGEROUS ASSIGNMENT, was sold in 26 markets in the last two months, Jack Cron, director of Film Syndication Sales, announced.

Within the past week, the telefilms have been bought by the American Brewing Company of New Orleans, La., for Regal Beer; Piel Brothers of New York City for Piel's Beer; and the Master White Bread Company of Minneapolis, Minn.

"Dangerous Assignment," a series of 39 half-hour adventure films, financed and syndicated by NBC-TV, stars screen favorite Brian Donlevy and is produced by Don Sharpe.

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NBC-New York, 2/12/52

February 12, 1952

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| NOTED ARTISTS TO RETURN FOR SILVER RADIO JUBILEE |

| OF CITIES SERVICE IN FULL-HOUR CONCERT FEB. 18 |

* ————— *

Pioneer NBC radio headliners, including Jessica Dragonette, James Melton, Lucille Manners, Rosario Bourdon and Dr. Frank Black will join Paul Lavalley, the Band of America and the Green and White Quartet to salute the 25th anniversary of Cities Service sponsorship on NBC radio next Monday, Feb. 18, with a full-hour concert from Carnegie Hall, New York, starting at 9:30 p.m., EST. The 25th anniversary broadcast will be called the CITIES SERVICE SILVER RADIO JUBILEE.

The present-day Cities Service stars, Paul Lavalley and the 48-piece Band of America, will start the anniversary program with the "Cities Service Triumphal March," which Lavalley composed especially for the occasion. Then the band will strike up "On the Mall," composed by Edwin Franko Goldman, who directed the first Cities Service program in the continuous 25-year series. Cities Service music broadcasts have not missed a week on NBC radio ever since Goldman stepped to the Carnegie Hall podium to conduct his brass band on Feb. 18, 1927.

Rosario Bourdon, who followed Goldman as conductor of the Cities Service program, will direct a concert orchestra once again for the 25th anniversary program. Bourdon will lead the orchestra in "Slavonic Dance in C Major" by Dvorak.

(more)

Then Jessica Dragonette, the "Cinderella Girl of Radio," will sing the "Valse Huguette" from Rudolf Friml's "Vagabond King." Miss Dragonette starred on the "Cities Service Concert" for eight years, during the 1930s.

James Melton, who started in radio as a member of the famed Revelers Quartet on the "Cities Service Concert," will sing once again for a Cities Service audience. Melton will offer "M'Appari" from von Flotow's opera "Martha." Lucille Manners, soprano, who succeeded Jessica Dragonette on the Cities Service program in 1937, will follow Melton. Miss Manners will sing Victor Schertzinger's "One Night of Love," the song she sang for her original NBC audition and for her first Cities Service broadcast.

The final portion of the "Cities Service Silver Radio Jubilee" will feature Frank Black, who was conductor of the "Cities Service Concert" for eight years. Dr. Black will lead the orchestra in the "Dance of the Comedians" from the "Bartered Bride" by Smetana. Then Paul Lavalley, the Cities Service Band of America and the Green and White Quartet will mix vocal and instrumental harmonies for a "Barbershop Medley" of favorite tunes. Lavalley and the band will conclude the jubilee show with the rousing military marches, "Trooping the Colors" and John Philip Sousa's "Stars and Stripes."

Ford Bond, who has announced Cities Service broadcasts for 22 years, will introduce the celebrities and selections on the Carnegie Hall broadcast, which George Voutsas will produce and direct. Joel Murcott wrote the script.

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NBC RADIO TO COVER WINTER OLYMPICS;
FIVE REPORTS TO BE HEARD DAILY

NBC radio will present daily transatlantic reports on the Olympic Winter Games direct from Norefjell outside Oslo, Norway, starting Thursday, Feb. 14 through the finals on Feb. 25.

Special correspondent William Fitzgerald will report the progress of American skiers and skaters exclusively on NBC's NEWS OF THE WORLD at 8:00 a.m., EST (network except WNBC), on both editions of WORLD NEWS ROUNDUP at 7:30 p.m., EST (network and WNBC) and 11:15 p.m., EST (network except WNBC) as well as on other regularly scheduled news programs.

Additionally, Fitzgerald will be heard direct from Norway on BILL STERN'S SPORTS REVIEW (radio network except WNBC at 6:15 p.m.) and on BILL STERN'S SCOREBOARD (WNBC only at 6:30 p.m.) on weekdays. A further report will be heard on Bill Stern's PORTRAITS IN SPORTS (Fridays, 10:35 p.m., EST). NBC's special correspondent is program manager of the Armed Forces network in Germany.

NBC television will have special films of the Winter Olympics flown from Oslo to New York. The films will be shown at times to be announced.

Tom Gallery, NBC director of sports, and Henry Cassidy, director of radio news and special events, are in charge of NBC's Winter Olympic Games coverage.

-----O-----

NBC-New York, 2/12/52

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LOOK MAGAZINE FEATURE SHOWS DANCING
OF NBC-TV'S 'YOUR SHOW OF SHOWS'

"Flying Feet," a five-page picture story about television and dance in the current issue of Look magazine, heavily underscores the fine choreography featured weekly on "Your Show of Shows" over the NBC television network (Saturdays, 9:00-10:30 p.m., EST).

In addition to a full-color picture of the Hamilton Trio (who, according to the caption, "exhibit perfect synchronization in modern routines of parody and beauty"), the story contains several shots of the dance satirists Mata and Hari ("masters of satire ... keen observers of modern times"), and a five-picture sequence of Imogene Coca, star of "Your Show of Shows," in a parody of "The Lorelei," with choreographer Jimmy Starbuck. "High comic fare," Look dubs the Coca routine.

The Hamilton Trio -- Bob Hamilton, Pat Horn and Gloria Stevens -- are also shown at work, in sneakers and blue jeans, putting together a new routine. Lead picture in the Look layout shows the mixed chorus of "Your Show of Shows" dancing against the flashing backdrop which symbolizes Broadway.

-----O-----

NBC-New York, 2/12/52

THE HAMILTON SHOW

ON MAY 17, 1964, YOUR SHOW OF SHOWS

"Fifty Four", a five-hour program about television

and change in the current issue of the magazine, heavily underwritten

the five hour program featured a special on "Your Show of Shows" and

the ABC television network (Saturday, 9:00-10:30 P.M., EST).

In addition to a half-hour picture of the Hamilton show

and reception to the edition, "Exhibit Perfect Presentation in

modern treatment of parody and variety", the story continues several

pages of the same edition and half ("Masters of Satire ...

and a half-hour of modern times"), and a five-hour program of

modern times, half of "Your Show of Shows", in a parody of "The

Original", with commentary from Hamilton. "High comic fame,

and the show the show the show.

The Hamilton show - the Hamilton, the show and the show

show - the show the show, in the show and the show, the

the show the show, the show the show, the show the show

the show the show of "Your Show of Shows" during the show

showing with the show the show.

Mac-Haw York, 1964

CREDITS FOR 'IT'S A PROBLEM' ON NBC-TV

STARTS: Monday, Feb. 25, on NBC-TV
network

TIME: Mondays through Fridays,
12:30 to 1:00 p.m., EST.

PERMANENT PANELISTS: Fannie Hurst and Helen
Parkhurst

GUEST PANELISTS: Authorities in fields of
education, medicine and
social sciences.

MODERATOR: Ben Grauer

PRODUCER: Phyllis Adams

DIRECTOR: Howard Davis

FORMAT: Discussion of problems of
social and cultural interest.

ORIGINATION: New York

-----O-----

NBC-New York, 2/12/52

CREATING THE NEW YORK CITY POLICE DEPARTMENT

STATUS:

RECEIVED, NEW YORK, MAY 10, 1954

TIME:

RECEIVED, NEW YORK, MAY 10, 1954

RECEIVED, NEW YORK, MAY 10, 1954

RECEIVED, NEW YORK, MAY 10, 1954

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

February 13, 1952

NBC'S NATIONAL SPOT SALES DEPARTMENT IS EXPANDED
FOR RADIO AND TV; THREE NEW POSTS CREATED,
26 MORE ARE APPOINTED TO STAFF

An expansion of the National Spot Sales Department of the National Broadcasting Company to keep pace with the increased volume of spot business in both radio and television was announced today by James V. McConnell, director of the department.

The expansion is centered around four key positions in the department, three of them newly-created posts. Staff additions total 26, mostly in sales personnel. Eighteen persons will be added in the New York office alone, and the remainder will be distributed in the department's other offices throughout the country.

"This expansion of our staff, and the structural revision of the department, will enable us to give our clients and advertisers and their agencies the finest kind of close, personal attention," said McConnell. "It will enable us to carry out, beginning at once, our plans for more intensive sales campaigns in both radio and television."

Robert Leder, formerly Eastern sales manager for radio in the department, assumes the new position of National Spot Sales manager for radio. John H. Reber leaves the post of sales manager of station WNBT to serve as National Spot Sales manager for television, also a new

1944, 11 November

Dear Mr. [Name]
[Address]
[City]
[State]
[Zip]

I am writing to you today to inform you of the results of the [test/experiment] conducted on [date]. The results are as follows: [Detailed description of results, including data points, observations, and conclusions. The text is mirrored and appears to be bleed-through from the reverse side of the page.]

position. Richard H. Close, until now Eastern Spot Sales manager for TV, becomes national manager for Represented Stations. The fourth key position, manager of Sales Development, Promotion and Advertising, is held by H. Norman Heubert. Each of these four officials will report directly to James V. McConnell.

In addition to these, a new Eastern sales manager for radio and one for TV will be selected, reporting to Leder and Reber respectively. Separate radio and television units are to be created under direction of the manager of Sales Development, Promotion and Advertising.

Outside New York, separate radio and television sales heads will be named in the department's Hollywood and San Francisco offices where one man currently handles both functions. The department's Chicago and Cleveland offices have had separate staffs for some time. These regional radio and TV sales offices will report to the newly-appointed National Sales managers, Leder and Reber.

Robert Leder came to NBC in August, 1950, as a salesman in the National Spot Sales Department. In September, 1951, he was named Eastern sales manager. Prior to joining NBC he served for two years as sales manager of National Television Associates. He also had sales experience with a local independent station and as an advertising agency account executive.

John H. Reber came to NBC television in 1946 as a program assistant and in March, 1948, was appointed assistant to the director of television. In November, 1948, he was named program manager of WNBT when the station was set up to operate on an autonomous basis. In August, 1950, he was promoted to the position of sales manager for the station.

Richard H. Close came to the network in 1933 as a page and has been active in the Spot Sales Department for the past 15 years. Prior to his appointment as Eastern sales manager for TV in November, 1950, he had served as manager of the National Spot Sales Department and before that as an account executive in the department.

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February 13, 1952

IBSEN'S 'PEER GYNT' TO BE PRESENTED IN THREE PARTS
ON 'CAMEO THEATRE,' MARKING NEW APPROACH
TO DRAMA IN TELEVISION

- - -

Douglass Montgomery to Play Title Role
In Albert McCleery's Production

Albert McCleery, producer-director of the NBC television CAMEO THEATRE, will offer a new approach to drama in television with his presentation of Henrik Ibsen's celebrated "Peer Gynt" in three parts, beginning Sunday, Feb. 24 (NBC-TV, 10:30 p.m., EST). The two subsequent telecasts will be presented March 2 and 9.

Douglass Montgomery, former American film star who recently returned after 12 years in England, will play the title role, as he did at the Pasadena Playhouse just 20 years ago when McCleery, then a student assistant stage manager, had his first experience with "Peer Gynt."

Leonore Shanewise, now senior director of the Playhouse, acted in that 1932 version of "Peer Gynt" as Peer's mother, Ase. She will fly East to New York, where the NBC-TV "Peer Gynt" production will originate, to re-create that role. Claire Luce, stage and screen star, will portray the Woman in Green and Rita Gam will be Ingrid, Peer's first love. Ballerinas are being auditioned for the dancing role of Anitra.

(more)

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Albert Einstein, physicist, mathematician, and philosopher
EINSTEIN, ALBERT (1879-1955), born in Ulm, Germany, was a
physicist and philosopher. He is best known for his theory of
relativity, which revolutionized the understanding of space and
time. He also made significant contributions to quantum mechanics
and the development of the atomic bomb. Einstein was a pacifist
and a social reformer. He died in Princeton, New Jersey, in
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1955.

The poetic drama was written in 1876. Ibsen based it on the legendary Peer Gynt of Norse folklore and followed the multiple adventures of the reckless Peer at home, in the domain of the trolls, in America and North Africa. McCleery says of it, "This is the 'Hamlet' of the Scandinavians. It is all things to all people, man searching for himself, the 'Everyman' theme."

Howard Bay, noted stage and television set designer, will supervise sets, costumes and makeup. Like McCleery and Montgomery, he, too, long has anticipated a television version of "Peer Gynt," and worked with them on a proposed Broadway production of "Peer" in the "Cameo Theatre" style, which never materialized for lack of financial backing. Their project was photographed in detail and appeared in Theatre Arts magazine in 1936 as a brilliant and daring project.

Guy de Vry's script for the NBC-TV production follows the original very closely, rather than being a condensed "adaptation." McCleery says of this, "If we ever are to do great classics on television, we must accept the fact that the literal 'lifting' of lines must be done in the classical style."

McCleery hopes that this experiment will pave the way for proper presentation of some of the great classics of literature and drama which cannot be compressed satisfactorily within the confines of a single half-hour or even full-hour television offering. He believes that if the public and those critics who have been clamoring for adult and thoughtful productions of such books and plays will support this method of installment presentation, "great days are ahead for television."

-----o-----

The positive drama was written in 1975. It was based on a
legendary story of a woman who followed the footsteps of
the founder of the theatre as a woman, in the domain of the theatre.
Action and North Africa. Society says of it, "There is no theatre"
of the Scandinavians. It is all things to all people, man and woman
for himself, the 'Everyman' theme."

Howard says, acted woman and man, and woman, with
superior style, passion and energy. Like Hollywood and Broadway,
too, too, too has produced a television version of "The Day"
and worked with him on a proposed Broadway production of "The Day"
the "Coney Island" style, which never materialized for lack of
financial backing. Your project was postponed in detail and ap-
peared in theatre and magazine in 1975 as a brilliant and daring
project.

Guy de Vix's article for the BBC-TV production follows the
material very closely, before then being a complete 'adaptation'.
Howard says of this, "If we ever get to the point of a film on this
vision, we must accept the fact that the film is 'fifties' of times
and be done in the classical style."

Hollywood hopes that this adaptation will have the same low
budget presentation of some of the great classics of literature and
films which cannot be compressed satisfactorily into the medium
of a single half-hour or even full-hour television play. It
believes that if the public and those artists who have been encouraged
to make and thoughtful production of such films and plays will
support this method of television presentation, "Good luck and
good for television."

NECCHI SEWING MACHINE SALES CORP. TO SPONSOR
FRIDAY TELECASTS OF 'THE GOLDBERGS';
SHOW NOW COMPLETELY SOLD OUT

The Necchi Sewing Machine Sales Corp. will sponsor the Friday telecasts of THE GOLDBERGS (Monday, Wednesday and Friday, 7:15-7:30 p.m., EST) over the NBC television network beginning March 7.

Necchi is the third sponsor to be announced for the popular series, making the show completely sold out. Vitamin Corp. of America and Ekco Products Co. already sponsor the Monday and Wednesday presentations, respectively.

Advertising agency for Necchi is Doyle, Dane, Bernback, Inc.

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REPORT MADE BY THE BOARD OF DIRECTORS
OF THE COMPANY
FOR THE YEAR ENDING 1900

The Board of Directors have the honor to
submit to you the following statement of the
financial condition of the company, together with
a statement of the operations for the year
ending 1900.

It will be seen from this statement that the
company has been successful in its operations,
and that the financial condition is strong and
sound. The assets of the company are
adequate to meet all liabilities, and the
company is in a position to meet all its
obligations. The Board of Directors
trust that this statement will be
satisfactory to you.

Very respectfully,
The Board of Directors

RALPH EDWARDS STARTS A 'JIGSAW CITY'
CONTEST WORKED BY SOUND EFFECTS;
AN 'EFFECTIVE' BRAIN TEASER!

Now it's a mystery contest on THE RALPH EDWARDS SHOW on NBC radio, fellas -- Monday through Friday (2:00 p.m., EST)!

It's called "Jigsaw Cities," and works like this: sound-effects representing syllables in the names of famous cities will give the clues. If, for instance, Milwaukee were the answer, you'd get something like this: first, the sound of machinery and other factory noises ("mill"); then footsteps ("walk"); finally a key turning in a lock ("kee").

Contestants are asked to send a postcard with their name, address and phone number to "The Ralph Edwards Radio Show," Truth or Consequences (a town), New Mexico. Beginning Monday, Feb. 18, one of NBC's top stars (like Judy Canova, Bob Hope, Jerry Lewis, Dean Martin or Dennis Day) will choose at random two postcards, whose senders Ralph Edwards will call at each broadcast.

The jackpot of prizes, which will grow every day that contestants fail to name the "Jigsaw City," already includes an automatic washing machine, a television set, a gas range, a vacuum cleaner, a \$200 dinner set and a set of matching luggage.

Milwaukee, incidentally, is not the answer.

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MERRILL MUELLER TO REPLACE GEORGE HICKS
ON AFTERNOON NBC NEWSCAST

Merrill Mueller, former NBC London correspondent, will report the news Monday through Friday at 1:30 p.m. (EST) over the NBC radio network (except WNBC), starting Monday, Feb. 18.

Mueller will replace George Hicks who is currently in England to report the funeral of King George VI.

Mueller covered both the European and Japanese fronts during World War II, culminating his reporting with his description of the Japanese surrender aboard the U.S. battleship Missouri in Tokyo Bay. For five years after the war Mueller was NBC's London bureau manager, reporting the wedding of Princess Elizabeth to the Duke of Edinburgh, British elections and other stories. For the past year Mueller has been a highly rated news commentator on NBC's Western network, broadcasting from San Francisco.

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NBC-New York, 2/13/52

RECEIVED BY THE DIRECTOR OF THE
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PRICE STABILIZER ARNALL TO 'MEET THE PRESS';

PROGRAM WINS TWO NEW HONORS

Price Stabilizer Ellis Arnall, former governor of Georgia, will MEET THE PRESS on NBC-TV Sunday, Feb. 17, at 4:00 p.m., EST. Martha Rountree will moderate the press conference on the air, which this week won two additional awards.

The California Council of Parents and Teachers cited "Meet the Press" as an "excellent program in its contribution to the welfare of children and youth. 'Meet the Press' offers a fine public service, since people in key positions are requested to answer questions honestly, questions that are uppermost in the public's mind."

The Chicago TV Forecast Magazine awarded "Meet the Press" top honors for discussion programs.

(Above program is for live telecast and later kine showings).

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'PEOPLE TODAY' PROFILES CAROLINE BURKE

NBC-TV producer Caroline Burke is the subject of a profile in "People Today" magazine, out today, Wednesday, Feb. 13.

Miss Burke is producing a drama based on the "Trial and Death of Socrates" and on a documentary presentation of the problems of "Adoption" for NBC-TV.

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NBC-New York, 2/13/52

THREE STABILIZED AIRMAIL TO WEST TWO THREE;

PROGRAM WITH TWO NEW RECORDS

THREE STABILIZED AIRMAIL TO WEST TWO THREE;

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* ————— *

'ASSEMBLY VI' LEAVES THE AIR WITH HIGHEST
RATING OF ANY PUBLIC SERVICE SHOW OF TYPE

* ————— *

ASSEMBLY VI, the initial program series of the Ford Foundation's TV-Radio Workshop, ended its weekly summaries of the United Nations General Assembly in Paris on Saturday, Feb. 9, over the NBC television network with one of the highest ratings ever achieved by a public service program of this type. The audience was estimated at more than half a million persons in the New York area alone.

John Coburn Turner, assistant director of the TV-Radio Workshop, who produced "Assembly VI," said: "Ratings show that the day is past when programs of high purpose and of strong idea content must automatically play second fiddle to programs dedicated to jokes and ballads. Our United Nations program with little or no dramatic content, a great deal of desk-pounding and mile upon mile of soundtrack filled with diplomatic double-talk, even this program against the tough competition of six other television stations in the New York area has achieved an audience in New York alone of over half a million persons."

Turner said that the special "Assembly VI" camera crew in Paris headed by G.B. Buscemi, on leave from "March of Time," produced 250,000 feet of sound and silent film. One-tenth of this footage finally appeared on the twelve half-hour programs. "The troubles Buscemi had with poor equipment, shortage of electric power, and objections of U.N. personalities like Vishinsky who twice refused to speak if the floodlights were turned on, made the task of producing a complete report on the significant debates more difficult than usual.

(more)

ASSEMBLY VI, THE INITIAL RECEPTION OF THE NEW
RATING OF THE TV-RADIO TYPE

ASSEMBLY VI, the initial reception of the new
rating of the TV-Radio type, which is usually considered as the United
Nations General Assembly in 1948 on January 1, 1948. The new
rating network with one of the highest ratings was achieved by
a public service program of this type. The network was estimated
as more than half a million persons in the New York area alone.
John Robert Turner, assistant director of the TV-Radio
and the program "Assembly VI," said: "Rating shows that the day
is past when programs of this purpose and of a more ideal content
were automatically kept behind closed doors to programs dedicated to
and called. The United Nations program with its high and dramatic
content, a great deal of high-rating and also with the use of
newly filled with high-rating double-7's, even this program against
the tough competition of air force. The station in the New York
area has received an audience in New York alone of over half a million
persons."

Turner said that the special "Assembly VI" service was in
great need of a new service, on leave from "Assembly VI" program
250,000 use of sound and sight film. One-third of this program
finally appeared on the twelve half-hour programs. "The program
has not had with poor equipment, shortage of electric power, and
functions of U.S. personalities like Vladimir who failed to
appear in the final program were turned on, with the task of producing
complete record of the significant events more difficult than usual."

"Thanks to the fine cooperation of NBC-TV's news department headed by Francis McCall, we were able to provide a complete sound-picture background for the incisive yet warm commentary of Professor Arthur M. Schlesinger, Jr., of Harvard who interpreted each week's events," Turner explained.

"The idea of having a non-professional commentator like Schlesinger was another 'Assembly VI' innovation that seems to have worked out well. Columnist Stewart Alsop made his television debut when he substituted for Schlesinger one week," Turner said.

"Not the least of 'Assembly VI's' accomplishments was the stimulus it provided other broadcasting organizations to give Americans a full report on the UN Paris meeting," Turner added. "We were gratified that two other networks reversed their previous decisions and went ahead with United Nations reports of their own."

"Assembly VI" was filmed by G.B. Buscemi in Paris, edited by John Lynch and Dennis Dalton with the assistance of film editors Tom Galvin and Robert Loweree in New York, and directed by Charles Christensen. The program began on Saturday, Nov. 10, and ended on Saturday, Feb. 9.

-----O-----

NBC-New York, 2/13/52

"Thanks to the fine cooperation of WGB-TV's news department, we were able to provide a complete account of the Assembly VI, including the initiative yet again conducted at the Assembly VI, which was held at the Harvard University last week."

The idea of having a non-professional commentator like Assembly VI, in addition to the regular news coverage, was a very good one. Assembly VI also made his television debut on the WGB-TV news program, "The News at 11," which was broadcast on the same day. "Not the least of Assembly VI's accomplishments was his

ability to provide a very interesting and informative account of the UN Peacekeeping Force in Cyprus, which was the main topic of the UN Peacekeeping Force in Cyprus. "We were able to get a very good report on the UN Peacekeeping Force in Cyprus, which was the main topic of the UN Peacekeeping Force in Cyprus. "We were able to get a very good report on the UN Peacekeeping Force in Cyprus, which was the main topic of the UN Peacekeeping Force in Cyprus."

"Assembly VI" was filmed by C. J. Farnham in New York, and the program was broadcast on the WGB-TV news program, "The News at 11," which was broadcast on the same day. "We were able to get a very good report on the UN Peacekeeping Force in Cyprus, which was the main topic of the UN Peacekeeping Force in Cyprus. "We were able to get a very good report on the UN Peacekeeping Force in Cyprus, which was the main topic of the UN Peacekeeping Force in Cyprus."

February 14, 1952

AMERICAN BAKERS ASSOCIATION WILL SPONSOR

'HOLLYWOOD STAR PLAYHOUSE' ON NBC RADIO

The American Bakers Association will sponsor "Hollywood Star Playhouse" on the NBC radio network each Sunday from 5:00-5:30 p.m., EST beginning Feb. 24.

The dramatic series, currently heard on another network, will present leading film stars in original plays of suspense, mystery and adventure.

Advertising agency for the sponsor is Foote, Cone & Belding.

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MICHAEL DANN IS PROMOTED TO POST OF SUPERVISOR

OF SPECIAL BROADCASTS FOR NBC-TV

Michael Dann has been promoted to supervisor of special broadcasts for the NBC TV network, Frederic W. Wile, Jr., vice president in charge of Production for NBC Television, announced today.

Dann, who is at present coordinator of Program Package Sales, will report to Davidson Taylor, general production executive for the television network. Dann joined NBC in 1948 as a member of the Press Department, where he was Trade Editor. He was appointed to his present position in the Sales Department in February, 1951.

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February 14, 1952

* _____ *

'TELEVISION RECITAL HALL' TO TAKE NEW DAY-AND-TIME
SPOT MARCH 1; NOTED ARTISTS SCHEDULED FOR SERIES

* _____ *

TELEVISION RECITAL HALL, NBC's highly successful musical telecast series, will continue on the NBC-TV network in a new day-and-time period starting Saturday, March 1 (NBC-TV, 5:30 p.m., EST). The program will move to Sunday afternoons starting May 4, when it will be presented on alternate Sundays at 5:30 p.m., EST.

Critical and public reception of this program has been consistently good, and many letters from listeners have expressed appreciation for this new kind of television program.

Many distinguished artists and musical groups are scheduled for appearances. On Wednesday, Feb. 20 (10:30 p.m., EST) Byron Janis, American pianist, will be heard. On March 1, in the new time period (Saturdays, 5:30 p.m., EST), the program will feature the internationally famous composer-pianist Francis Poulenc and baritone Pierre Bernac.

This series was originated last Summer by the NBC Music Department under supervision of Samuel Chotzinoff, NBC General music director. It was programmed as a Summer replacement, but due to the fine response NBC re-scheduled it.

Charles Polacheck is producer and John Block is television director. Claris Ross writes the brief script notes and Robert Denton is the announcer. "Television Recital Hall" originates in the International Theatre, New York, before an invited audience.

PRESIDENT TRUMAN TO OPEN 1952 RED CROSS FUND CAMPAIGN
IN SPECIAL PROGRAMS FEB. 28 ON NBC RADIO AND TV;
TOP STARS TO OFFER 'ANSWER THE CALL'

President Truman will open the 1952 American Red Cross Fund Campaign on Thursday, Feb. 28, in specially prepared programs to be carried by NBC radio and television. The President will be presented from the White House by E. Roland Harriman, president of the American National Red Cross, climaxing an all-star dramatic show titled "Answer the Call."

The NBC Television network (except WNBT) will carry the program from 10:30 to 11:00 p.m., EST; WNBT will carry it from 11:15 to 11:45 p.m., EST. The NBC radio network will broadcast the program from 10:35 to 11:00 p.m., EST.

Leading stars of the entertainment world have volunteered their services to dramatize the theme of "Neighbor Helping Neighbor." Jessica Tandy, now co-star on Broadway in "The Fourposter" with Hume Cronyn, will be narrator in a role symbolizing the Red Cross volunteer. Cronyn will play a Midwestern farmer overwhelmed by a flood.

Film star Dane Clark will play a wounded Marine, and Jackie Cooper, now playing the lead on Broadway in "Remains to Be Seen," will play a hospitalized Navy veteran. Film and TV star Charlton Heston will portray a GI who makes a dramatic flight to the bedside of his dying wife.

Meredith Willson will direct his original musical score for orchestra and chorus.

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NBC-New York, 2/14/52

RESIDENTS OF THE CITY OF NEW YORK
IN SPECIAL SESSION, MAY 22, 1934
TO HAVE IN ORDER ANSWERED BY THE

The Board of Health will have the right to remove any person from the city who is found to be a danger to the health of the community. The Board will also have the right to remove any person from the city who is found to be a danger to the health of the community. The Board will also have the right to remove any person from the city who is found to be a danger to the health of the community.

The Board of Health will have the right to remove any person from the city who is found to be a danger to the health of the community. The Board will also have the right to remove any person from the city who is found to be a danger to the health of the community. The Board will also have the right to remove any person from the city who is found to be a danger to the health of the community.

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NBC WINS FIRST RADIO AND TV AWARDS OF CHRISTOPHERS

'CAVALCADE OF AMERICA' HONORED FOR RADIO THANKSGIVING PLAY,
AND TV OPERA FOR 'AM AHL AND THE NIGHT VISITORS'

Radio and television programs were included in the selections for annual awards of the Christophers for the first time, Father James Keller, founder and director of the organization, announced today in Hollywood. The awards were given to the NBC radio "Cavalcade of America" and the NBC Television Opera Theatre for its presentation of "Amahl and the Night Visitors."

The Christophers is a national organization of 600,000 followers. It was founded in 1945.

"Cavalcade of America," sponsored by Du Pont, was singled out for the presentation of "The Path of Praise," a drama about the founding of the Thanksgiving holiday, presented on NBC Nov. 20, 1951. The \$3,000 prize to this program will be shared by John Driscoll, story editor; John Zoller, director, and George H. Faulkner, scriptwriter.

The opera "Amahl and the Night Visitors" sponsored by Hallmark Cards, was presented on Christmas Eve. Gian-Carlo Menotti, composer and librettist; Samuel Chotzinoff, producer; and Kirk Browning, television director, will share the \$3,000 award to this program.

The prizes are given annually by the Christophers for work of "enduring spiritual significance." According to Father Keller, the awards are offered to "focus attention on the creative power resting in the hands of writers, directors and producers and to encourage that power to be used, under God, for good to all and harm to none." The awards also included presentations for motion pictures, books, newspaper stories and magazine pieces.

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NBC-New York, 2/14/52

THE FIRST RADIO AND TV BROADCASTS OF THE CHURCH

On the evening of the 1st of January, 1927, the first radio broadcast of the Church was made. The program was a special service of praise and prayer, and was broadcast from the Salt Lake Temple.

The first television broadcast of the Church was made on the 1st of January, 1953. The program was a special service of praise and prayer, and was broadcast from the Salt Lake Temple. The service was given in the presence of the President of the Church, and the members of the First Presidency. The service was a special service of praise and prayer, and was broadcast from the Salt Lake Temple.

The Church has a national organization of 1,000,000 members.

It was founded in 1830.

The Church is a religious organization, and is a part of the Church of Jesus Christ of Latter-day Saints. The Church is a religious organization, and is a part of the Church of Jesus Christ of Latter-day Saints. The Church is a religious organization, and is a part of the Church of Jesus Christ of Latter-day Saints.

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POLICE CHIEFS HONOR 'DRAGNET'

The following resolution was unanimously adopted at the 58th Annual Conference of the International Association of Chiefs of Police, assembled in Miami, Florida:

RESOLUTION OF COMMENDATION

WHEREAS, The efficient operation of law enforcement agencies has long been impaired by the lack of public appreciation of the problems faced by such agencies and the true character of the efforts expended by the police in combating criminal activities, and,

WHEREAS, The role of the Police Officer is often distorted by the various media of public information to the detriment of the reputation of the police, and,

WHEREAS, The radio program "Dragnet," broadcast over NBC, is a conscientious and factual portrayal of the work of the police and is based on authentic information derived from police archives, and,

WHEREAS, The American public has responded with genuine enthusiasm to this dissemination of truthful information concerning the routine application of the policeman's art, and,

WHEREAS, The radio program "Dragnet" has reflected credit upon all of law enforcement and has stimulated interest in and respect for the police service among its millions of listeners, now,

THEREFORE BE IT RESOLVED that the International Association of Chiefs of Police, in regular annual conference assembled in Miami, Florida, on November 1, 1951, does hereby highly commend the National Broadcasting Company and the radio program "Dragnet" for bringing to the American radio audience the work of the police in true perspective and for an invaluable contribution to the welfare of society in developing public confidence in the police service.

* * *

The foregoing resolution was unanimously adopted by the delegates to the 58th Annual Conference of the International Association of Chiefs of Police, assembled at Miami, Florida, November 1, 1951.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the Association this 27th day of January 1952

OFFICIAL SEAL OF
INTERNATIONAL ASSOCIATION
OF CHIEFS OF POLICE

Edward J. Kelly
Executive Secretary

Jack Webb is producer and star of "Dragnet" on NBC radio and television.

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NBC-New York, 2/14/52

The following resolution was unanimously adopted by the
and several members of the International Association of Chiefs of
Police, assembled in Miami, Florida:

RESOLUTION ON LINGUISTICS

WHEREAS, the linguistic situation in the United States is such
that there is a need for the study of the languages of the
various peoples of this country and the knowledge of the
various languages is essential to the understanding of the
various peoples of this country;

WHEREAS, the study of the languages of the various peoples
of this country is essential to the understanding of the
various peoples of this country;

WHEREAS, the study of the languages of the various peoples
of this country is essential to the understanding of the
various peoples of this country;

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of this country is essential to the understanding of the
various peoples of this country;

WHEREAS, the study of the languages of the various peoples
of this country is essential to the understanding of the
various peoples of this country;

The following resolution was unanimously adopted by the
and several members of the International Association of Chiefs of
Police, assembled in Miami, Florida, December 11, 1944:

IN WITNESS WHEREOF, I have hereunto set my hand and the
official seal of the Association at Miami, Florida, December 11, 1944.

Walter J. Doyle
President

Walter J. Doyle
President

John W. ...

TOP INDUSTRIALISTS TO VISIT 'THREE STAR EXTRA'

TO TELL OF PREPAREDNESS FOR EMERGENCY

Five of the biggest industrialists in the nation will appear on NBC's THREE STAR EXTRA news programs Monday, Feb. 18, through Friday, Feb. 22 (NBC radio, 6:45 p.m., EST) to tell newscasters Ray Henle, Ned Brooks and Albert Warner how American industry is ready for any emergency.

Benjamin Fairless, president of the U.S. Steel Corporation, will appear on Monday, Feb. 18; Philip Reed, chairman of the board of General Electric Company, on Tuesday, Feb. 19, Crawford Greenewalt, president of DuPont, on Wednesday, Feb. 20; Milton Fairman of the Borden Company, on Thursday, Feb. 21, and H.E. Humphreys, Jr., president of U.S. Rubber Company, on Friday, Feb. 22.

This series of programs will mark the first time that such an array of topflight industrialists have been interviewed on an NBC news program.

"Three Star Extra" originates in NBC studios in Washington. Henle, Brooks and Warner are featured commentators.

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* ————— *

BESS MYERSON NAMED 'NATIONAL CAMELLIA QUEEN
FOR 1952' AND HAS A NEW FLOWER NAMED
FOR HER ON 'THE BIG PAYOFF'

* ————— *

Bess Myerson was crowned "National Camellia Queen for 1952" and presented with a new camellia named in her honor, "Queen Bess," during colorful ceremonies on THE BIG PAYOFF program over NBC-TV yesterday (Wednesday, Feb. 13, 3:00 p.m., EST).

The double award was sponsored by the three world famous outdoor gardens in Charleston, S.C., Magnolia, Middleton and Cypress Gardens. Benjamin Kittredge, owner of Cypress Gardens, made the presentation on the air.

In selecting Miss Myerson as the "Camellia Queen," Kittredge said that the lovely TV personality best personified the camellia, "the aristocrat of flowers."

The "Queen Bess" Camellia, which bloomed this year for the first time, was developed in Magnolia Gardens under the expert care of C. Norwood Hastie, owner of Magnolia. The plant first grew in 1939, "pollinated by the birds and bees," Hastie said. Two years later the camellia bush was transplanted to the nursery where it was kept under the watchful eyes of the gardeners.

The color of the "Queen Bess" is a delicate pink. Hastie believes the "Queen Bess" will prove to be a hearty flower because it bloomed in spite of a severe frost which this year ruined many unopened buds of similar types.

(more)

Hastie and J.J. Pringle Smith of Middleton Gardens were present in the studio audience during the camellia presentations. They arrived yesterday by train with nearly 1,000 camellias of many varieties, which were used as stage background for the ceremonies. To assure a safe trip for the delicate flowers, the men reserved a drawing room on the train just for the camellias, which were packed carefully in cardboard boxes.

Bess was the guest of the three Gardens in Charleston the week-end prior to the official on-the-air ceremonies. "The almost heaven-like scenic beauty of the three Gardens held me spellbound," she said. "I have never seen anything more wonderful in my life."

Hundreds of thousands of people from all over the world as well as from all parts of the country visit the Charleston gardens every year. They are open to the public from Thanksgiving to May.

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NBC-New York, 2/14/52

— 10 —

CREDITS FOR 'HOLLYWOOD STAR PLAYHOUSE'

STARTS: Sunday, Feb. 24, on NBC radio network.

TIME: Sundays, 5:00 to 5:30 p.m., EST.

FORMAT: Dramatic show starring top Hollywood talent in original drama of suspense, mystery or adventure.

STAR: Different name star each week.

WRITER: Different writer each week.

HOST-ANNOUNCER: Wendell Niles.

DIRECTOR: Jack Johnstone, Homer Welch for NBC.

SPONSOR: American Bakers Association.

ADVERTISING AGENCY: Foote, Cone & Belding.

ORIGINATION: Hollywood.

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NBC-New York, 2/14/52



an NBC Feature

* ————— *

'ORIGINAL AMATEUR HOUR' TO GIVE 900TH TELECAST;
PROGRAM MARKS FIFTH YEAR ON TELEVISION

* ————— *

On March 18 this year the ORIGINAL AMATEUR HOUR will give its 900th telecast (NBC-TV, Tuesdays, 10:00 p.m., EST). 1952 marks the program's fifth consecutive year on television and its 18th year on radio.

The "Original Amateur Hour" is one of the greatest projectors of talent into the entertainment business. The program numbers among its "graduates" many famous names from as many varied fields -- such names as: Robert Merrill, Mimi Benzell, Vera-Ellen, Muriel Smith, Ray Malone, Thelma Carpenter, Jack Carter, Paul Winchell (and Jerry Mahoney), Irving Fields, Frank Sinatra, Monica Lewis, and Bert Parks.

Many of these people and others like them credit their success in some measure to the helpfulness, advice, or even discovery by Ted Mack, the genial emcee of the "Original Amateur Hour." Mack is now in his 17th year with the program, having started as Major Bowes' first assistant in the talent selection, production, and direction of the famous "Major Bowes Original Amateur Hour." In that time, he has auditioned well over three quarters of a million hopeful amateurs from all over the globe, with talents ranging from opera to oddity performers such as the man who did a tap-rhythm routine by hitting his teeth with his fingers or the amateur who played a guitar with a kitchen knife.

Mack's warm and affable personality has relaxed and put at ease not only timid amateurs, but many prominent guests who have appeared on the program. Tycoons, governors, congressmen, educators,

(more)

AMERICA'S NO. 1 NETWORK — THE NATIONAL BROADCASTING COMPANY

clergymen, mayors, and even a Royal Princess have visited the "Original Amateur Hour." The Princess Alice of Greece, mother-in-law of England's new Queen Elizabeth II, saw her first television broadcast as Ted Mack's guest, and through Ted, told American audiences of her Sisterhood of Martha and Mary child-care charity project in Athens. Other outstanding guests on recent programs have included Dave Garroway, "Communicator" of NBC-TV's new news program, "Today"; and G.S. Eyssell, president of Rockefeller Center, Inc.

"The Original Amateur Hour" is a widespread operation encompassing all parts of the nation and many points around the globe. Its auditions are held in cities throughout the country through the cooperation of local NBC-TV stations. Touring units continue to give employment to struggling performers and at the same time provide "live" entertainment to communities that have never had it before. Such units have performed in auditoriums, town halls, garages, and one unit even toured the Monongahela and the Ohio Rivers on a showboat. "The Amateur Hour" itself is very often traveling from city to city giving benefit performances.

Such a performance will be held on Feb. 21 at Philadelphia's Convention Hall where 13,000 people will view the "Original Amateur Hour's" benefit show for the Philadelphia Inquirer Charities Fund.

Each week the "Original Amateur Hour" salutes a different city of the United States as its "Honor City of the Week." These communities have presented Ted Mack with many priceless trophies, costly souvenirs as well as practical items like pianos and automobiles. They range from a varied list that includes such items as a live alligator (now residing at the Bronx Zoo) from Tallahassee, Fla., and

(more)

3 - 'Original Amateur Hour'

a real hornet's nest from Charlotte, N.C., to a set of spoons with the engraved picture of a different president on each spoon (it is the only duplicate of sets given Presidents Roosevelt and Truman), and the original signed manuscript of the song, "By the Waters of Minnetonka" by Thurlow Lieurance. In fact, these gifts have become so numerous that in 1952 the "Original Amateur Hour" plans to open its Memento Museum as a traveling display of Ted Mack's spectacular collection.

An additional incentive to talented amateur entertainers is the "Original Amateur Hour's" Annual Championship Finals held every year at Madison Square Garden. All three-time winners, those contestants who have received the largest number of votes on three successive broadcasts, become eligible to perform in these finals. This year's Championship Finals will be held on June 12 as a benefit for the New York Foundling Hospital when all three-time winners, many "stars" and "graduates" will appear. Prizes will amount to \$4,000 in cash, two gold trophies and one silver trophy. A typically American show, the winners of the "Original Amateur Hour" are determined throughout, in a typically American fashion, by the votes of the listening and viewing public.

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NBC-New York, 2/14/52

THE NEW YORK PUBLIC LIBRARY

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February 15, 1952

FOUR MORE APPOINTMENTS ARE ANNOUNCED
FOR NBC MERCHANDISING DEPT.

Four more appointments to the Merchandising Department of the National Broadcasting Company have been announced by Fred N. Dodge, director of Merchandising.

Brown Stafford Mantz has been named assistant to Gordon Lane in the Material Unit. He will write copy and handle production and routing of the point-of-purchase material developed.

James C. Sandner will be merchandising district supervisor for California, Nevada, Arizona and part of Utah, with headquarters in Los Angeles.

H. John Roepke, as merchandising district supervisor, will cover Minnesota, North Dakota, South Dakota, Nebraska, Iowa and Wisconsin.

Stewart Carr will be merchandising district supervisor for Missouri, Arkansas, Kansas, Oklahoma and part of Illinois.

Mantz' business experience includes service with McCall's magazine, where he organized promotions covering advertised food products in leading chain stores, on a national basis. At Life magazine, he was retail representative in New York and New Jersey.

(more)

2 - Appointments

Sandner has devoted his entire business career to the merchandising of grocery products. He began with the Washburn Crosby Co., moved to the merchandising departments of General Mills and, later, Colgate-Palmolive-Peet. He also served as director of special merchandising for radio station WLW, Cincinnati, Ohio.

Roepke's background includes a period in charge of the New York office of Leonard F. Fellman & Associates advertising agency. Prior to that, he was for several years an account executive for the Gray & Rogers agency in Philadelphia, where he did extensive merchandising in the food, drug and home furnishings fields.

Carr spent 17 years with the National Sugar Refining Co. in various executive capacities, including that of assistant to the vice-president in charge of sales and advertising. He has had wide experience on point-of-sale promotions with some of the nation's leading grocers and grocery chains.

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MIKE STOKEY TO PRESIDE AT AWARDS DINNER

Mike Stokey, emcee and producer of NBC-TV's "Pantomime Quiz," will preside at the annual awards dinner of the Academy of TV Arts and Sciences at the Ambassador Hotel, Los Angeles, Monday, Feb. 18. Stokey, as president of the Academy, will present the honors before an audience made up of leading television and film personalities.

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NBC-New York, 2/15/52

February 15, 1952

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LEADERS AND GROUPS IN WELFARE, HEALTH AND COMMUNITY
WORK TO PARTICIPATE IN 'HELPING HAND'
SERIES ON NBC RADIO

* ————— *

Noted authorities will take up problems affecting the nation's young people in a series of four NBC radio round-table broadcasts on successive Saturdays starting Feb. 23 (5:30-5:45 p.m., EST). The title: "The Helping Hand."

Leading welfare, health and community organizations will join with the network in presentation of the series. The first two programs will be presented in cooperation with the Child Welfare League, the third with the National Health Council, and the fourth with the Citizens' Committee on Children of New York.

"Children and Youth in the Current Crisis" will be the subject of the first broadcast (Feb. 23). Speakers will be Dr. Martha Eliot, chief of the United States Children's Bureau; Marshall Field, president of the Child Welfare League, and Leonard W. Mayo, director of the Association for the Aid of Crippled Children and chairman of the Citizens' Committee on Children of New York, who will be moderator on all four programs. One of the principal points the speakers will take up is the fact that 500,000 mothers of young children have taken defense jobs in this country since the start of the Korean conflict.

(more)

February 15, 1952

LEADERS AND GROUPS IN WILLARD, HEALTH AND COMMUNITY

WILL TO PARTICIPATE IN 'HEALTHY HAND'

LEADERS OF ABC RADIO

Noted announcements will take on problems affecting the nation
young people in a matter of time and this young-hand program on
consecutive Saturdays starting Feb. 23 (5:30-5:45 p.m., EST). The
topic: "The Healthy Hand."
Leading, willing, health and community organizations will go
with the network in presentation of the series. The first two episodes
will be presented in cooperation with the Willard Health Council, and
third with the National Health Council, and the fourth with the
National Committee on Children of New York.
"Children and Youth in the Current Crisis" will be the
topic of the first broadcast (Feb. 23). Speakers will be Dr. Nathan
Kline, chief of the United States Children's Bureau; Marshall Field,
president of the Willard Health Council; and Leonard W. Mayo, director
of the National Committee on Children of New York, who will be moderator of the
discussion. One of the principal points the speakers will touch
on is the fact that 500,000 members of young children have taken the
topic goes in this country since the start of the Korean conflict.

2 - Helping Hand

"Problems of Adolescence" will be the second subject (March 1) with Dr. Margaret Mead, associate curator of the American Museum of Natural History, and Dr. Frank Fremont Smith, medical director of Josiah Macy Jr. Foundation, participating.

The third program (March 8) will be "Keeping Healthy," the speakers being Dr. Thomas D. Dublin, executive director of the National Health Council, and Dr. Lena Baumgarten, assistant commissioner of health, New York City. This broadcast will touch upon both personal and community health.

The final broadcast (March 15) will be "What the Citizen Can Do to Help Children and Young People." Speakers will be Charlotte Carr, executive director of the Citizens' Committee on Children of New York, and Mark McCloskey, director of community education for the Board of Education, New York City.

Margaret Cuthbert will be the producer of the series.

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NBC-New York, 2/15/52

NBC'S H.V. KALTENBORN TO LEAVE FOR AFRICA
AND EUROPE FOR FIVE-WEEK TOUR

NBC's H.V. Kaltenborn, dean of radio commentators, will fly from New York on Sunday, Feb. 17, for a five-week inspection tour of Western Europe and North Africa.

He will report the NATO Conference in Lisbon and nationalist uprisings in Tunisia, Algeria and French Morocco before going to Paris to confer with General Eisenhower. Kaltenborn will be accompanied by his wife. He will report from Lisbon, Tangiers and Paris on his Saturday evening broadcasts at 6:15 p.m. (EST).

Richard Harkness will take over Kaltenborn's Monday, Wednesday and Friday PURE OIL NEWS TIME programs at 7:00 p.m. (EST) (network except WNBC) for the five-week period Monday, Feb. 18 through Friday, March 21.

Kaltenborn will be in Lisbon a week (Feb. 18-25) before he flies to Tangier. From Tangier he will make side trips to Tunis, Algiers, Tetuan, Marrakech, Fez, Rabat and Casablanca to inspect French, Spanish and U.S. bases in the strategic Arab countries. After 18 days in North Africa, Kaltenborn will fly to Paris for a week before returning to New York on Sunday, March 23.

Last Summer Kaltenborn and his wife flew around the world to visit battlefronts and potential trouble spots first-hand. He interviewed the diplomats, statesmen and military leaders in Germany, the Near East, Southeast Asia, Korea and Japan before returning to broadcast from the Japanese peace treaty conference in San Francisco last September.

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NBC-New York, 2/15/52

FOUR NBC NEWSMEN, AIDED BY TWO BBC MEN,
REPORT FINAL RITES OF KING GEORGE VI

NBC radio newsmen George Hicks, Romney Wheeler, Edwin Newman and John Farrell were heard from London and Windsor Friday morning, Feb. 15, in eye-witness accounts of the funeral and interment of King George VI of Great Britain.

Stationed at Westminster Abbey, along the funeral route in London and at Windsor Castle where interment took place, the four NBC correspondents, assisted by BBC reporters Richard Dimbleby and Audrey Russell, reported the obsequies for the deceased monarch starting at 5:30 a.m. when WNBC broadcast an hour-and-a-half transoceanic program.

NBC's radio network opened an hour early, at 7:00 a.m., to broadcast trans-Atlantic reports of the funeral ceremonies in London until 8:00 a.m. The network and WNBC then went direct to Windsor Castle for the interment services in St. George's Chapel, from 8:30 until 9:45 a.m.

NBC radio broadcast further reports of British national mourning and reaction to the royal funeral throughout the day, as well as the Washington Cathedral Memorial service which President and Mrs. Truman and the eight British Commonwealth ambassadors attended Friday afternoon.

Henry Cassidy, director of radio news and special events, arranged the trans-Atlantic coverage of King George VI's rites. Joseph Meyers and F.N. Littlejohn supervised the numerous pickups from London. Arthur Wakelee manned the NBC newsroom desk in New York.

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CREDITS FOR 'THE GOLDBERGS' ON NBC-TV

TITLE: "The Goldbergs"

TELECAST: NBC-TV, Mondays, Wednesdays,
Fridays, 7:15 p.m., EST

ORIGINATION: New York

FORMAT: Family situation comedy

STAR: Gertrude Berg as Molly

CAST: Harold Stone as Jake, Larry Robinson as Sammy, Arlene McQuade as Rosalie, Eli Mintz as Uncle David, Betty Walker as Mrs. Cramer, Doris Weissman as Mrs. Herman, Henry Sharp as Mr. Klingel, Margaret Neff as Mrs. Jagwell, Frederick Meyer as Mr. Shay, Nellie Cassman as Mrs. Cramer's mother, Nomi Mitty as Mrs. Cramer's daughter Nomi, and Sam Bonnell as Mr. Fishbein.

PRODUCER: Walter Hart

DIRECTOR: Walter Hart

SET DESIGNER: Otis Riggs

WRITER: Gertrude Berg

SCRIPT EDITOR: Michael Morris

SPONSORS: Mondays, Vitamin Corp. of America;
Wednesdays, Ekco Products Co.;
Fridays, Necchi Sewing Machine
Sales Corp.

AGENCIES: Duane Jones for Vitamin Corp.;
Earle Ludgin for Ekco; and
Doyle, Dane, Bernback for Necchi.

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NBC-New York, 2/15/52

February 15, 1952

'KRAFT TELEVISION THEATRE' TO PRESENT
ITS 250TH PRODUCTION, 'THE MOLLUSC'

The KRAFT TELEVISION THEATRE will present its 250th production on NBC television Wednesday, Feb. 20 (9:00 p.m., EST). The full-hour program will star Dortha (cq) Duckworth, Ernest Truex, Catherine McLeod and John Newland in Hubert Henry Davies' "The Mollusc."

"Kraft Television Theatre," television's oldest regular weekly sponsored program, began on NBC May 7, 1947. It has presented all types of plays, ranging from comedies to mysteries to tragedies, and has included adaptations, revivals and originals. The show has given many actors and actresses their first starring roles in television and has established many as stage and screen players and seasoned TV performers.

The 250th program is the story of a woman who spends all her energy "sticking instead of moving" and in so doing affects the lives of everyone in her household. When she declares herself an invalid she completely dominates her husband, who spends all his time waiting on her. A clever ruse by the woman's brother exposes her true state of health and leads to his own happiness.

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February 15, 1952

THE KRAFT TELEVISION THEATRE
ITS 250TH PRODUCTION, "THE MOLLUSK"

The Kraft Television Theatre will present its 250th production on Wednesday, Feb. 20 (9:00 p.m., EST). The 11-hour program will star Deborah (ed) Duckworth, Ernest Borgnine, and John Newland in Robert Henry Davies' "The Mollusk". "Kraft Television Theatre," television's oldest regular weekly dramatic program, began on May 7, 1947. It has presented all types of plays, ranging from comedies to mysteries to tragedies, and has included adaptations, revivals and originals. The show has given many actors and actresses their first starring roles in television and has established many as stage and screen legends and respected TV performers.

The 250th program is the story of a woman who would kill her husband "attacking instead of loving" and in so doing affects the lives of everyone in her household. When the decision is made an invalid is completely dominated her husband, who spends all his time waiting for her. A clever man by the woman's scheme exposes her true state of mind and leads to his own happiness.

trade news

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February 19, 1952

SPONSORSHIP OF 'VOICE OF FIRESTONE' ON NBC RADIO AND TV
RENEWED BY FIRESTONE TIRE AND RUBBER CO.

The Firestone Tire and Rubber Co. has renewed its sponsorship of the "Voice of Firestone" simulcast series (Mondays, 8:30-9:00 p.m., EST) over the NBC radio and television networks, it was announced today by John K. Herbert, NBC vice president in charge of Radio Network Sales, and Edward D. Madden, NBC vice president in charge of Television Network Operations and Sales.

The renewals were signed by Charles B. Ryan, advertising manager of the Firestone Tire and Rubber Co., who stated:

"My pleasure in continuing the long association between the Firestone Company and the National Broadcasting Company, by signing these 52-week contracts, is heightened by the fact that I am thus able to reaffirm Firestone's demonstrated belief in the power and scope of network radio and the force and impact of network television. This is particularly pertinent to our sponsorship of the 'Voice of Firestone' on NBC radio and television during the Summer months. It has been our experience that the programs have definitely helped maintain our sales at a high level during that period and that they also have improved the level of listening and viewing to our programs in the Fall."

The "Voice of Firestone" made its debut on NBC radio on Monday, Dec. 3, 1928, and since then has been broadcast every Monday night at the same time and on the same network. The series has been a simulcast feature on the NBC television and radio networks since Sept. 5,

AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

February 19, 1952

SELECTIONS FROM SAEVERUD'S 'PEER GYNT' SCORE TO BE HEARD
ON TV FOR FIRST TIME DURING 3-PART PRESENTATION
OF IBSEN CLASSIC BY 'CAMEO THEATRE'

Excerpts from Harald (cq) Saeverud's "Peer Gynt" score will be used for the first time in American television when they are integrated into the musical background of CAMEO THEATRE'S three-part presentation of the famous Ibsen play, "Peer Gynt," Sundays, Feb. 24, March 2 and March 9 (NBC-TV, 10:30 p.m., EST).

The music for all three parts of the television adaptation of the play has been adapted freely under supervision of David Hall from recordings of the "Peer Gynt" scores of Edvard (cq) Grieg and Harald (cq) Saeverud. The Grieg music was performed by the Oslo Philharmonic Orchestra, directed by Odd Gruner-Hegge, and the Saeverud excerpts were played by the Danish State Radio Symphony Orchestra, directed by Erik (cq) Tuxen. These recordings were made available by the American Scandinavian Foundation Music Center, of which Hall is director.

The score will include rarely-heard excerpts from the Grieg prelude not included in concert suites. The thematic music for the recurrent scenes of the Button Moulder will be the "Funeral Hymn" from the Saeverud score. The leitmotif for Solveig will be the Solveig theme from the Solveig Song by Grieg.

(more)

February 19, 1952

RECEIVED BY THE DIRECTOR, FBI, WASHINGTON, D.C.
ON FEBRUARY 19, 1952
FROM THE DIRECTOR, FBI, NEW YORK

Re New York letter to Bureau dated February 15, 1952, captioned as above.
The New York office is requested to continue its investigation of the activities of the "Black Book" and to report the results of its investigation to the Bureau as soon as possible.
Very truly yours,
J. Edgar Hoover, Director

The Bureau is requested to continue its investigation of the activities of the "Black Book" and to report the results of its investigation to the Bureau as soon as possible.
Very truly yours,
J. Edgar Hoover, Director

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Very truly yours,
J. Edgar Hoover, Director

(100)

The wedding music in the beginning of the play will be by neither Grieg nor Saeverud but a dance from the "Fossegrinen" by Johan Halvorsen, a contemporary and friend of Grieg's. Hall chose this because it is so characteristic of the Norwegian mountain folk music and is played on the "hardanger," a Norwegian folk fiddle which has an extra set of strings giving vibratory tone somewhat reminiscent of bagpipes.

Casting has been completed for the first part of "Peer Gynt" to be televised Feb. 24.

The players:

Claire Luce as the Woman in Green.

Douglass (cq) Montgomery as Peer Gynt.

Frances Reid as Solveig.

Wesley Addy as the Button Moulder.

Howard Smith as the Troll King.

Rita Gam as Ingrid.

Leonore Shanewise as Ase Gynt.

John Gerstad as Mads Moen.

Harry Mahaffey as the Father.

Don Kennedy as Aslak.

Albert McCleery is producer-director of "Cameo."

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NBC-New York, 2/19/52

The second part is the analysis of the data which is
 given in the form of a table. The first part is the
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'BAND OF AMERICA' CONCERT SALUTES CITIES SERVICE'S
25 YEARS OF CONTINUOUS SPONSORSHIP ON NBC

Top Stars on Full-hour Celebration; Reception held

* ----- *

The BAND OF AMERICA saluted Cities Service's 25th anniversary of continuous sponsorship on NBC radio on Monday, Feb. 18, with a rhythmic serenade of America's favorite tunes and marches.

Paul Lavalley and the band, the Green and White quartet, the cinderella girl of radio, Jessica Dragonette, and James Melton, former member of the famed Revelers' quartet, joined their talents to present a special hour program, "The Cities Service Silver Radio Jubilee," from Carnegie Hall, New York, where the first Cities Service program was played on Feb. 18, 1927. Milton Katims and an NBC orchestra were additional features of the show.

Highlight of the anniversary program was "I Hear America Singing," a musical history of the past 25 years of American life, to which Miss Dragonette and Melton contributed songs. The program included such brass band favorites as "On the Mall," composed by the first Cities Service bandleader, Edwin Franko Goldman; a special "Cities Service Triumphal March" composed for the silver anniversary program by Paul Lavalley, and John Philip Sousa's "Stars and Stripes." The finale was "Trooping the Colors" with color guards from the Army, Navy, Air Force, Marines and Coast Guard parading down the center aisle of Carnegie Hall to join the Band of America on the stage.

(more)

2 - 'Band of America'

Immediately after the program NBC held a reception at the Rainbow Room 65 stories above midtown Manhattan for Cities Service executives headed by W. Alton Jones, president of the petroleum company that was among the first NBC radio sponsors. Gen. David Sarnoff, chairman of the board of RCA; Niles Trammel, chairman of the board of NBC, and M.H. Aylesworth, former president of NBC, were among those present. Victor Borge entertained the 400 guests.

The "Cities Service Silver Radio Jubilee" was produced and directed by George Voutsas assisted by James Haupt. Joel Murcott wrote the script. Ford Bond was the announcer.

-----O-----

NBC-New York, 2/19/52

Immediately after the program was held a reception at the
show room of the above mentioned Manhattan for the service ex-
hibits headed by W. Alton Jones, president of the National Company,
it was shown the first 100 radio equipment, Gen. David Gurnoff,
chairman of the board of RCA; Hilse Thomas, chairman of the board of
RCA, and M.H. Altmeyer, former president of RCA, were among those
present. Victor Forster, chairman of the RCA board,
The "Citizens Service Radio Show" was produced and
directed by George Vossler assisted by James Hargis. Total receipts
for the night, Fort Bond was the sponsor.

BURROUGHS PRINCE AND PAUL CUNNINGHAM

PROMOTED ON 'TODAY' STAFF

Burroughs Prince and Paul Cunningham, staff members of TODAY, NBC-TV early morning program of news and special events, have been promoted to new positions, effective Monday Feb. 18, it has been announced by A.A. Schechter, NBC general executive for the television network.

Prince, who joined "Today's" staff shortly after the program made its debut January 14, was made editorial supervisor and will be responsible for news segments of the three-hour program (7:00-9:00 a.m., EST and CST, Mondays through Fridays).

A veteran newsman he joined NBC's staff in 1942 and eventually became assistant editor for radio news and special events. He transferred to "Today's" staff in the capacity of overseas editor. He is a native of Loris, S.C.

Cunningham was a news writer and editor for NBC before joining "Today." He was moved up from news writer on the program to overseas editor. His home is Minneapolis, Minn.

-----O-----

NBC-New York, 2/19/52

STANDARD PRACTICE AND THE JOURNALISM

STANDARD PRACTICE AND THE JOURNALISM

Journalism is a profession and like all professions, it has its own standards. These standards are not just a set of rules, but a way of thinking and acting. They are the principles that guide journalists in their work, and they are what make journalism a respected and trusted profession.

One of the most important standards of journalism is the pursuit of truth. Journalists are responsible for providing the public with accurate and reliable information. This means that they must verify their facts, check their sources, and report the truth, even if it is inconvenient or unpopular.

Another important standard is the principle of objectivity. Journalists should report the facts as they are, without letting their own biases or opinions influence their reporting. This means that they should present all sides of a story and avoid making unwarranted conclusions.

Journalism is a profession that is essential to a democratic society. It is the job of journalists to hold those in power accountable and to provide the public with the information they need to make informed decisions. Without journalism, society would be in a state of ignorance and confusion.

EVERETT MITCHELL WILL VISIT 14 COUNTRIES
TO STUDY FARMING METHODS, YOUTH PROGRAMS

The third phase of NBC farm commentator Everett Mitchell's project to encircle the globe to study agricultural methods and farm youth programs will begin March 2 when he leaves Chicago for a month-long tour of 14 Central and South American countries. Mitchell is heard regularly on NBC's THE NATIONAL FARM AND HOME HOUR (Saturdays, 1:00 p.m., EST).

The veteran farm broadcaster visited almost a score of European and Middle Eastern nations in the Spring of 1951, and later that year traveled to Japan and the fighting front in Korea.

Mexico will be the first stop on this latest junket. Mitchell intends to do all long-jump traveling by air, and use local transportation in the interior. From Mexico he will go to Guatemala, Costa Rica, Panama, Colombia, Ecuador, Peru, Chile, Nicaragua, Honduras, Bolivia, Argentina, Uruguay and Brazil.

Mitchell will interview the presidents and other officials of the countries he visits.

Recorded interviews with government officials and with American delegates of the International Farm Youth Exchange project will be featured on future "National Farm and Home Hour" radio programs. Mitchell also will be heard in recorded reports about the trip each Saturday during March. Mitchell will return to the program Saturday, April 5.

At the request of the U.S. Department of Agriculture, Mitchell will meet with agricultural attaches and other U.S. officials in each of the countries to discuss methods of grain and livestock production.

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WILSON WILL VISIT IN COUNTRY

TO STUDY FARMING METHODS, YOUTH PROGRAMS

The third phase of Wilson's tour will be to study the youth programs of the various countries.

Wilson will also study the methods of the various countries in the field of agriculture.

Wilson will begin his tour in Mexico on April 2, and will visit the various countries of Central and South America.

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MEREDITH WILLSON'S NOVEL, 'WHO DID WHAT TO FEDELIA,' PRAISED
FOR 'MEMORIES OF GROWING UP IN A SLEEPY TOWN'

"A touching recital of dreams and disillusion," is what Lisle Bell says about Meredith Willson's novel, "Who Did What to Fedelia," in the New York Herald Tribune Book Review of Sunday, Feb. 17.

Willson, star and music director of "The Big Show" and star of "Meredith Willson's Music Room" on NBC radio, is at his best, according to the reviewer, in his "memories of growing up in a sleepy, neighborly town... As a composer, he is adroit in catching the daily rhythm of sounds -- oak branches creaking under the crust of ice, the courthouse clock counting the hours, the airborne benediction of a church organ, the hardwood rumble from the bowling alley on Saturday nights, the shaking down of ashes in the coal stove with its glowing squares of isinglass."

"Who Did What to Fedelia" is subtitled, "The Story of an Iowa Girl Who Thought She Knew What She Wanted in the Big City." It was published last week by Doubleday.

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THEY WERE ALL THERE, AND THE FIRST OF THEM WAS THE
ONE WHO HAD BEEN IN THE HOUSE AT THE TIME

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ONE WHO HAD BEEN IN THE HOUSE AT THE TIME

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UNIVERSITY PRESIDENT, JURIST AND SCHOOL SUPERINTENDENT
CHOSEN AS JUDGES FOR 'MR. DIMES' CONTEST
ON RALPH EDWARDS' TV SHOW

Three prominent Southern California civic leaders have been selected by the National Foundation for Infantile Paralysis as judges for the "Mr. Dimes" mystery contest currently featured on NBC-TV's RALPH EDWARDS SHOW.

They are Dr. Fred Fagg, president of the University of Southern California; Judge Paul J. McCormick, retired from the Federal District Court and now associated with the Federal Court of Appeals in Los Angeles; and Dr. A.J. Stoddard, superintendent of Los Angeles city schools.

Three times a week the judges will choose three letters from viewers who best complete the sentence, "We should all support the March of Dimes because..." Each Monday, Wednesday and Friday (3:30-4:00 p.m., EST) until someone identifies "Mr. Dimes," Ralph Edwards will telephone the persons whose letters have been selected and will give them an opportunity to identify the mystery man.

The winning contestant will be given the 1952 Cadillac sedan shown in the film which briefly displays the masked "Mr. Dimes," whose identity is not known even by the judges. All contributions received with the letters will go to the March of Dimes to help victims of infantile paralysis.

-----O-----

IT'S A BOY FOR THE SID CAESARS

Sid Caesar's wife, Florence, who had been attending every performance of NBC-TV's "Your Show of Shows," gave birth to a nine-pound, 10-ounce boy, Richard Irwin, Monday morning, Feb. 18, at New York's LeRoy Sanatorium.

This baby is the Caesars' second child. Their first, Michele, is four years old.

Sid's five inseparable friends -- Carl Reiner and Howard Morris from the cast of "Your Show of Shows" and script writers Mel Tolkin, Lucille Kallen and Mel Brooks -- all paced the floor with Caesar.

Mother and son are doing fine.

-----O-----

THE GIRLS LIKE RED SKELTON

Red Skelton is the number one TV comedy favorite of many stenographers, secretaries and other girl office workers, according to a poll just completed by the Seaboard Finance Company among the secretarial and clerical girls in its 150 offices across the country. The survey was conducted as a means of evaluating television advertising time.

NBC-TV comedy shows led by five to one as the girls voted. The four other NBC-TV shows among the top six were Martin and Lewis on the "Colgate Comedy Hour," "Your Show of Shows," Milton Berle's "Texaco Star Theater" and Groucho Marx's "You Bet Your Life."

-----O-----

Ed Goss's wife, Florence, and her son, Edward, were born in a house
at 150-151 "Your Show of Shows" and were born in a house
at 150-151 "Your Show of Shows" and were born in a house
at 150-151 "Your Show of Shows" and were born in a house

This party is the greatest second of the year.

It is four years old.

Miss Lily Thompson's friends -- Carl Fisher and others
who from the past of "Your Show of Shows" and were born in a house
at 150-151 "Your Show of Shows" and were born in a house
at 150-151 "Your Show of Shows" and were born in a house

Mother and son are doing fine.

THE GIVE AWAY

And again in the number one of the year, the
magazine, the magazine and other first of the year, the
magazine, the magazine and other first of the year, the
magazine, the magazine and other first of the year, the
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WBC-TV today shows the five to six to the right of the
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four other WBC-TV shows about the top of the year, the

trade news

RCA BUILDING · RADIO CITY · NEW YORK

February 20, 1952

PR-17A-9-45

* ————— *

DEAN MARTIN AND JERRY LEWIS TO CONDUCT
18-HOUR TELETHON ON WNBT TO RAISE
FUNDS FOR CARDIAC HOSPITAL

* ————— *

Dean Martin and Jerry Lewis, NBC-television and radio comedy stars, will stage an 18-hour telethon on station WNBT only, from midnight Friday, March 14, until 6:00 p.m., EST, Saturday, March 15, to raise funds for the construction of the New York Cardiac Hospital, the first all-cardiac hospital in the United States.

Martin and Lewis are honorary co-chairmen of the fund-raising campaign. Mayor Vincent Impellitteri will open the program and introduce the comics. Stars in every phase of entertainment will appear on the 18-hour show to aid the appeal for funds.

A battery of several hundred telephones, with Conover models, Copa chorus girls, NBC Guidettes and volunteers from the New York Cardiac Hospital Association as operators, will receive the flood of phone pledges from the viewers.

More than \$50,000 worth of prizes will be auctioned off every hour of the telethon, to persons or organizations making the highest pledges during specific periods.

(more)

2 - Martin and Lewis Telethon

Need for the proposed new hospital is stressed by the fact that the McKosker-Hershfield Cardiac Home in New York, established 15 years ago, is now inadequate to care for the constantly increasing number of persons requiring treatment for heart ailments. Present plans call for a \$2,000,000 hospital with the most advanced scientific methods of research, care, and convalescence of cardiac disorders.

Martin and Lewis will arrive in New York after a five-week theatre tour, and will entrain shortly after the telethon for their appearance on the "Colgate Comedy Hour" in Hollywood Sunday, March 23.

-----O-----

NBC-New York, 2/20/52

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number of persons requiring treatment for heart ailments. Present
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methods of research, care, and convalescence of cardiac disorders.
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theatre tour, and will entertain shortly after the television for their
appearance on the "Colgate Comedy Hour" in Hollywood Sunday, March 23.

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NBC-New York, 2/20/52

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

February 19, 1952

* ————— *

'YOUR SHOW OF SHOWS' STARTS THIRD YEAR ON AIR
WITH TELECAST OF MARCH 1; PROGRAM HAS
AN ESTIMATED 20,000,000 VIEWERS

* ————— *

YOUR SHOW OF SHOWS, NBC's 90-minute television musical revue produced and directed every Saturday night by Max Liebman, with Sid Caesar and Imogene Coca as the stars, starts its third year on the air with the broadcast of March 1 (9:00-10:30 p.m., EST).

The vast and immediate success of "Your Show of Shows" was a surprise to many people in the TV industry, who claimed that an audience could not be held for an hour and a half, that a show which embodied a new concept of television entertainment by bringing comedy, ballet, musical production numbers, pantomime, opera and drama to the public would not sustain for such a long time.

Nonetheless, Sylvester L. "Pat" Weaver, NBC's vice president in charge of the television network, was convinced that such a program would pay off, both artistically and commercially. He organized a production unit, headed by George McGarrett and Harold Janis, and engaged the services of Max Liebman, a producer who refused to underestimate the American public.

(more)

2 - Show of Shows

What Liebman brought to the TV screen was not only sparkling and sophisticated entertainment, acclaimed by all the reviewers and showered with virtually every major award in the industry, but also a tremendously popular show.

The first program of "Your Show of Shows" received a high rating, and it has been consistently among the five top TV shows ever since. The program has been sold out since September, 1950, to participating sponsors (another revolutionary concept at the time) who foot a sizable bill in time and program charges for the benefit of the more than 20,000,000 Americans who see the show every week.

"Your Show of Shows," in effect, focused the attention of the Saturday night television audience on NBC.

By March 1 there will have been 78 broadcasts of the program. "It's just like putting on 78 different musicals," say Broadway producers. "It's just like producing 78 movies," say Liebman's Hollywood admirers.

What are the ingredients of this entertainment form that has captured the imagination of more than 20,000,000 Americans? Is it the comedy of Sid Caesar, gagless funnyman who can imitate a squadron of aircraft or convince an audience that he is a six-month-old baby?

Is it the delicate satire of Imogene Coca, who can be a bromidic housewife or the prima ballerina of an incredibly funny production of "The Sleeping Beauty?"

Is it the charm and musical skill of an opera star like Marguerite Piazza, the youthful appeal of a Bill Hayes or a Judy Johnson; the original dance stories of the Hamilton Trio?

(more)

that the program is not only entertaining

and sophisticated entertainment, but also a

The first program of "The Great Game" received a high

and it was very successful among the top TV shows ever

made. The program has been sold one since September, 1990, in partic-

ular, the program has been sold one since September, 1990, in partic-

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ular, the program has been sold one since September, 1990, in partic-

3 - Show of Shows

"Your Show of Shows" is all of this, backed up by a team spirit ("This is a permanent company," Liebman has said, "and the kids have a kind of emotional stake in the show"), and by a platoon of experts who, under Liebman's guidance, put together a new musical revue every week by working the major portion of the 168 hours in the week.

Paul du Pont, for instance, a distinguished Broadway designer, creates about 160 new costumes for each program -- or almost 12,500 costumes in the two years "Your Show of Shows" has been on the air.

The musical library, stored at the Liebman Studios at 130 West 56th Street, New York, is considered one of the most complete in the business, has been insured for a quarter of a million dollars and contains the scores and instrumental parts for almost 500 musical production numbers.

In addition to music director Charles Sanford and choral director Clay Warnick, the musical staff comprises three arrangers, three composers and -- during the last two days of rehearsal -- 12 to 18 copyists who work around the clock.

From the start, individual numbers in the production have been tied together not by a high-powered master of ceremonies but by distinguished actors and actresses, the "guest-star hosts," who quietly prepare the audience for the events to follow.

On the premiere broadcast, for instance, Burgess Meredith acted as host, Gertrude Lawrence was the guest star -- and this pattern has been followed ever since, with such outstanding stars as Mischa Elman, Cedric Hardwicke, Jose Ferrar, Nanette Fabray, Pearl Bailey, Melvyn Douglas, Madeleine Carroll and many others.

(more)

4 - Show of Shows

"Your Show of Shows" was among the first to integrate serious operatic selections into a revue: performers like Marguerite Piazza, a regular artist on the program; Robert Merrill, Jan Peerce, Cesare Siepi, Graciela Rivera, Patrice Munsel and Gino Becchi have appeared in scenes from the classics.

"Your Show of Shows" has made a national by-word of "It's a small world," the idiom Sid Caesar and Imogene Coca use in their cliche sketches. The program has made familiar the figure of Caesar as the Professor, a battered "expert" on practically anything (from Stanislavsky to jet propulsion) from practically any foreign country.

"Your Show of Shows" has convulsed its viewers with parodies of silent films and foreign movies. It has featured ballet -- both serious and comic -- with choreographer James Starbuck equally at home in either medium. The inimitable Caesar-Coca pantomime sketches, without props, have opened up new vistas in showmanship.

"Your Show of Shows" has also been a proving ground for the development of young talent. Since appearing on the program such featured artists and acts as Judy Johnson, Bill Hayes, Jack Russell, the Billy Williams Quartet and the Hamilton Trio have been in constant demand for night club, hotel and theatre engagements.

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NBC-New York, 2/20/52

NBC TAKES 5 OF 6 AWARDS GIVEN BY ACADEMY OF TV ARTS
AND SCIENCES; SID CAESAR, IMOGENE COCA
AND RED SKELTON WIN 'BEST' HONORS

NBC won five of the six possible honors given by the Academy of Television Arts and Sciences at its fourth annual awards dinner at the Ambassador Hotel in Los Angeles Monday (Feb. 18).

The Academy's "Emmies" went to Sid Caesar as "best television actor," Imogene Coca as "best television actress," and "Your Show of Shows," of which they are the stars, as "best variety show," Red Skelton as "best comedian" and the "Red Skelton Show" as "best comedy show."

In addition, Jack Burrell of NBC's Hollywood TV station, KNBH, received a special award for his development of the "walkie-pushie," a portable TV camera which operates without wire or cable connections.

Skelton was on hand to receive his two awards in person. John K. West, vice-president in charge of NBC's Western Division, accepted the awards to Caesar, Miss Coca and Max Leibman, producer of "Your Show of Shows."

Mike Stokey, emcee and producer of NBC-TV's "Pantomime Quiz," presided at the dinner. Stokey is retiring president of the Academy.

-----O-----

AND ALIEN; AND OTHERS, UNKNOWN TO THE FBI

AND THE BUREAU OF THE FBI, WASHINGTON, D.C.

THE NEW YORK OFFICE OF THE FBI HAS BEEN ADVISED BY

THE BUREAU OF INVESTIGATION THAT THE FOLLOWING IS THE

REPORT OF THE NEW YORK OFFICE OF THE FBI, DATED JANUARY 14, 1970.

RE: (NY 100-100000)

The following is a list of the names of the persons who

have been identified as having been in contact with the

and "Four Five of Seven," of which they are the sons, the

"best variety show," and "The Comedy," and the

"The Comedy Show" as "best variety show."

In addition, Jack Marshall of NBC's Hollywood TV

Station, KNBH, received a special award for his development

of the "Marilyn Show," a national TV series which originated

with the NBC network.

Station was on hand to receive his two awards in

1969. From 1967, Jack Marshall is listed as being

with the station, received the award for "The Comedy Show"

and the station, received the award for "The Comedy Show."

With Station, which was producer of NBC-TV's "The

Comedy Show," received the award, which is being

presented to the station.

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

February 21, 1952 PR-17A-9-45

TOP NBC REPORTERS ARE ASSIGNED TO COVER
NEW HAMPSHIRE PRIMARIES IN
PRESIDENTIAL BATTLE

NBC will inaugurate its grass roots coverage of the 1952 Presidential election campaign by sending a combined radio-TV group of reporters to New Hampshire for the nation's earliest primary, Tuesday, March 11.

Three noted commentators, George Hicks, fresh from his trans-atlantic trip to report the funeral of King George VI; Leon Pearson, NBC's diplomatic reporter and "Critic at Large," and W.W. Chaplin, special events reporter, will interview local voters, report on campaigning by various candidates, and give a word picture of the initial primary election. NBC-TV will send a camera crew to film the campaigning, the voting and the voters themselves. Arthur Wakelee of the NBC newsroom in New York will be the group's coordinator.

The first radio report from Concord, the state capital, will be broadcast over the network at 10:00 p.m. EST on Sunday, March 9, two days before the primary which will elect party delegates to the

(continued on page 2)

EDITORS:

The NBC Daily News Report will not be published Friday, February 22 (Washington's Birthday). Publication will be resumed Monday, February 25.

2 - New Hampshire Primaries

Republican and Democratic conventions and also indicate the relative strength of leading presidential candidates.

President Truman and Sen. Estes Kefauver (D.-Tenn.) will dispute the Democratic primary and Gen. Eisenhower and Sen. Robert Taft (R.-Ohio) will be the leading Republican contenders. The half-hour special events broadcast on Sunday night will survey the opinions of New Hampshire party leaders and the voters themselves.

There will be reports direct from Concord and Manchester, N.H., on regular NBC radio newscasts such as the "World News Roundup" at 8:00 a.m. EST (network except WNBC), "Merrill Mueller and the News" at 1:30 p.m. (network except WNBC), "News of the World" at 7:30 p.m. EST and at 11:15 p.m. EST (network except WNBC) on Monday. On Tuesday all regularly scheduled NBC newscasts will carry direct New Hampshire pickups ending with a special 12:30 a.m. to 12:55 a.m., EST, (network except WNBC) report of the latest returns from polling places. Final results of the New Hampshire primaries will be summarized on Wednesday, March 12, during the "World News Roundup" at 8:00 a.m. and Merrill Mueller's 1:30 p.m. EST network newscasts as well as on local WNBC news programs.

NBC-TV's films of the primary preparation, balloting and the final results will be featured on "Today" (NBC-TV, 7:00 to 9:00 a.m. EST and CST), the "Camel News Caravan" at 7:45 p.m. EST, the "Eleventh Hour News" at 11:00 p.m., EST (WNBT only) and "Richard Harkness and the News" from Washington at 11:45 a.m. EST on Monday, Tuesday and Wednesday, March 10-12.

Joseph Meyers will supervise the New Hampshire primary coverage arranged by Henry Cassidy, director of Radio News, and by Francis McCall, director of NBC-TV News and Special Events.

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NBC-New York, 2/21/52

'ROOTIE KAZOOTIE' CITED BY BOYS CLUBS OF AMERICA
FOR 'PRINCIPLES OF GOOD SPORTSMANSHIP'

ROOTIE KAZOOTIE, popular NBC-TV children's program, will receive the Boys Clubs of America Certificate of Appreciation "for instilling the principles of good sportsmanship in boys all over America," during the network telecast Saturday, March 1 (10:00 a.m., EST).

The citation to be presented by David W. Armstrong, national director of the Boys Clubs, is signed by William E. Hall, president of the Boys Clubs of America; Herbert Hoover, chairman of the board, and Armstrong.

The award is the third honor to be accorded "Rootie Kazootie" in the past few months. Last November it received the Community Service Award plaque of the veterans of Foreign Wars, and also won the TV Guide Award as the best new children's program.

The program of song, story quizzes and prizes is also presented Mondays through Fridays (6:00-6:15 p.m., EST) on station WNBT, NBC-TV key station in New York. The show began on WNBT Sept. 30, 1950 as a Saturday feature. It moved to its five-times-a-week spot July 2, 1951 and became a network Saturday show Oct. 13, 1951.

"Rootie Kazootie" is the creation of writer-producer Steven Carlin. It is directed by Dwight A. Hemion and supervised by Arnold Cohan. Tod Russell is emcee.

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WFO-TV NEWS
WFO-TV NEWS
WFO-TV NEWS

WFO-TV NEWS, featuring the...
The...
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... (10:00 a.m.)

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ORDER OF DeMOLAY HONORS ROBERT MONTGOMERY
AS 'MOST OUTSTANDING COMMENTATOR'
FOR 'HIS FIGHT AGAINST CRIME'

Robert Montgomery was honored "for his fight against crime, corruption and juvenile delinquency" by the Order of DeMolay in a citation naming him "the most outstanding commentator on the air."

Montgomery, who has had a notable career as actor, film producer, Naval officer and now NBC-TV executive producer, and commentator on national and world affairs, is currently presenting a program of intelligence and commentary Mondays through Fridays under the title "A Citizen Views the News" (NBC radio, 10:30 p.m., EST).

Henry Dormann, special representative of the Grand Council of DeMolay, presented an embossed scroll to Montgomery at the close of his broadcast last night (Feb. 20). Also present at the ceremony were Horton Errett, senior counselor of the Metropolitan Jurisdiction of DeMolay, New York, and John G. Payton, chairman of the board of the DeWitt Clinton Chapter of the Order of DeMolay, New York.

The citation reads: "For his fight against crime, corruption, and juvenile delinquency, the members of the Order of DeMolay take pleasure in citing Robert Montgomery as the most outstanding commentator on the air."

(more)

ORDER OF THE SOUTHERN STATES CONFEDERACY
AS A REBELLIOUS ORGANIZATION
FOR THE FIGHT AGAINST CRIME

Robert Montgomery was honored "for his first against crime,"
trapped and Japanese espionage," by the Order of the Sash, in a
station named him "the most outstanding commentator on the air,"
Montgomery, who has had a notable career as actor, film
producer, rival officer and now one-TV executive producer, and con-
ductor of national and world affairs, is currently presenting a
program of intelligence and commentary through various media
in the "A Citizen View of the News" (NBC radio, 10:30 p.m., EST).
Harry Belafonte, special representative of the United Nations
League, presented an address earlier in Montgomery at the same
the broadcast last night (Feb. 20). Also present at the ceremony
the former British senior commander of the Metropolitan Police
Command, New York, and John D. Patton, chairman of the Board of the
Wide Citizens Chapter of the Order of the Sash, New York.
The official record "for his first against crime," during
on, and Japanese espionage, the members of the Order of the Sash
be pleased to find Robert Montgomery as the most distinguished
commentator on the air."

2 - Robert Montgomery

DeMolay, an international organization sponsored by the Masons, is one of the largest youth groups in the nation, with more than 2,000,000 members.

-----O-----

'SILENT MEN' RETURNS TO THE AIR MARCH 19;

OTHER TIME CHANGES ANNOUNCED

NBC's SILENT MEN, a documentary series based on authentic government files which stars Douglas Fairbanks, Jr., will return to the air March 19 at a new time, after a brief absence.

The program will be broadcast over the NBC radio network on Wednesday evenings at 10:00 p.m., EST. It will take the time period of BARRIE CRAIG, CONFIDENTIAL INVESTIGATOR, which moves on March 18 to 8:30 p.m., EST Tuesdays, in the time spot now filled by TUMS HOLLYWOOD THEATRE. WHITEHALL 1212 moves from 5:00 p.m., EST time spot to 5:30 p.m., EST (time spot formerly held by SILENT MEN) on Feb. 24. A new show, HOLLYWOOD STAR PLAYHOUSE, takes over the 5:00 p.m., EST time period on Feb. 24.

-----O-----

NBC-New York, 2/21/52

1890

1911-12-13

BOB and RAY
NBC RADIO



february 21, 1952

governor paul a. dever
state house
boston, mass.

dear gov,

we're writing because we got work.

but we shouldn't even be writing to you after the way you ignored us when we left boston last july to come to nbc in new york. however, we are so happy about what has happened to us that we had to tell somebody back home and we thought of you.

we know you are well aware of the wonderful Colgate-Palmolive-Peet Company products famous the world round. you have no doubt heard of cadillacs, louisville slugger fishing rods, lanolized shoe strings, "tu-late" brand hair tonic for bald men, oil flints for your oil burner, and famous irish linen shirts which can be washed in Fab?

which reminds us of a very funny story which we don't have time to go into here, but will send it to you upon receipt of a self-addressed, stamped envelope. just mail to "rank and file voters," nbc, new york. caution -- prices slightly lower west of new york.

now what were we talking about?

sturdley yours

Bob Elliott & Ray Soulding on March 3

ps - what those "silly, silly boys" meant to tell you is that they are starting a new 15-minute radio series sponsored on nbc by the Colgate-Palmolive-Peet Company Mondays through Fridays at 11:30 a.m., EST. the advertising agency is Sherman & Marquette.

Mary McGoon

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

February 25, 1952

Phil Harris Signs with NBC For Radio and TV

Phil Harris, one of the entertainment world's most versatile top stars, has signed a long-term contract with the National Broadcasting Company for both radio and television.

Negotiations were concluded in Hollywood by Joseph H. McConnell, president of the National Broadcasting Company, and John W. Findlater of the Music Corporation of America, representing Harris.

The contract calls for a continuation of the highly successful PHIL HARRIS-ALICE FAYE SHOW now heard on the NBC radio network Sundays at 8:00 p.m., EST, and appearances by Phil on major NBC television shows. Other details of the contract were not revealed.

"Phil and Alice and NBC have had a happy relationship for many years, and this will insure its continuation for the future," said McConnell.

Phil and his charming wife, Alice Faye, began their radio program on NBC in the Fall of 1946. The series portrays Phil as a brash husband who is rescued from baffling dilemmas of his own making by an ever-patient and ever-loving wife.

Phil has for many years been one of the nation's outstanding band leaders before making his mark as a radio comedian. The new pact with NBC will bring him into the ranks of television along with the network's other top TV stars, and will also provide him with the opportunity to develop a TV format of his own in the future.

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* ————— *

'THE TURNING WHEEL' NEW DOCUMENTARY RADIO SERIES

DRAMATIZING CHILD, WELFARE PROBLEMS,

TO STAR FREDRIC MARCH

* ————— *

Film and stage star Fredric March will be narrator for THE TURNING WHEEL, a series of four radio documentaries devoted to America's children, to be presented in weekly installments by NBC in cooperation with the Child Welfare League of America, starting March 1-2 (network except WNBC, Saturday, March 1, 7:30-8:00 p.m., EST; WNBC only, Sunday, March 2, 1:30-2:00 p.m., EST).

The series will be produced by the NBC Documentary Unit under supervision of Wade Arnold, executive producer. Fred Weihe will direct, and Lou Hazam will write the first script, with other leading documentary writers preparing subsequent scripts. The series will deal in turn with day care of children, adoptions, foster homes and general problems of mental hygiene in childhood.

The first program (March 1-2), "Eight Hours 'til Mother," will treat the growing need for day-care centers for children of young mothers entering defense industries. The script will deal with a case history of the experience of a working mother, more lucky than most, since the problem of day-care for her child was solved eventually by forceful community action.

(more)

THE UNITED STATES OF AMERICA
DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF OF STAFF

1. The purpose of this report is to provide information on the progress of the work of the Office of the Chief of Staff.

2. The work of the Office of the Chief of Staff is divided into three main areas: (a) the study of the Army's future, (b) the study of the Army's present, and (c) the study of the Army's past.

3. The study of the Army's future is the most important of the three areas. It is the study of the Army's future that will determine the Army's future.

4. The study of the Army's present is the study of the Army's present. It is the study of the Army's present that will determine the Army's present.

5. The study of the Army's past is the study of the Army's past. It is the study of the Army's past that will determine the Army's past.

6. The study of the Army's future, present, and past is the study of the Army's future, present, and past.

7. The study of the Army's future, present, and past is the study of the Army's future, present, and past.

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17. The study of the Army's future, present, and past is the study of the Army's future, present, and past.

18. The study of the Army's future, present, and past is the study of the Army's future, present, and past.

It will point up abuses arising from the fact that many communities still do not have adequate licensing or supervision for a day-care program, -- such abuses as unscrupulous operators using the emergency to profit on the despair of families; firetraps being used as nursery centers; children harmed, often seriously, by the inefficiency of inexperienced workers. It will also show what can be done to improve the situation.

The series title comes from the lines of Longfellow:

"Turn, turn my wheel! 'Tis nature's plan
The child should grow into the man."

-----O-----

NBC-New York, 2/25/52

It will point up abuses arising from the fact that many communities
do not have adequate financing or supervision for a day-care
system. -- Such abuses are unnecessary operators with the necessary
policy of the benefit of families. Financing policy need be merely
directed, rather than merely financial. It is the responsibility of
the community. It will also show what can be done to improve
the situation.

The service is to be from the lines of instruction:
The child should grow into the man.
The child should grow into the woman.

WBC-1944-10-10-10-10-10

'BARRIE CRAIG, CONFIDENTIAL INVESTIGATOR'

TO BE SPONSORED BY LEWIS HOWE CO.

BARRIE CRAIG, CONFIDENTIAL INVESTIGATOR, starring William Gargan, will be heard in a new time spot on the NBC radio network Tuesdays, 8:30 to 9:00 p.m., EST, starting March 18, when it will be sponsored by Lewis Howe Co. for "Tums." The agency for Howe is Dancer-Fitzgerald-Sample Inc.

The show is currently presented on a sustaining basis Wednesdays (10:00 p.m.) where it will continue until March 12.

Plans for a television version of the series have not yet been completed. However, Gargan is now in Hollywood to make a pilot film of the show at the Eagle Lion studios in conjunction with NBC.

The radio programs for Feb. 27, March 5 and 12 have been recorded for broadcast during Gargan's absence. He will return to New York March 17 for the premiere program in the new time spot.

-----o-----

NOW IT'S 'PRESIDENT' RALPH EDWARDS!

Ralph Edwards, who is currently conducting the "Mr. Dimes" mystery contest on his NBC television show (Monday, Wednesday and Friday, 3:30 p.m., EST), has just been elected "by acclamation" honorary president of the Sierra County (N.M.) Game Association, he was notified by the citizens of Truth or Consequences, N.M.

Truth or Consequences, a town of about 10,000 population, changed its name several years ago to honor Ralph's former "T or C" radio program.

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NBC-New York, 2/25/52

CHARLES A. HENDERSON JOINS NBC-TV NAVY FILM UNIT
FOR SPECIAL PROJECTS ON 'VICTORY AT SEA'

Charles A. Henderson, formerly associated with the Atwater Kent Foundation, has joined the staff of the NBC-TV Navy motion picture unit, Henry Salomon, Jr., producer, announced today.

Henderson will work with Salomon on special projects for the series, "Victory at Sea," for which Richard Rodgers is composing an original score, C. S. Forester is writing the scripts and Robert Montgomery is the narrator.

Henderson comes to NBC television from his position as manager of the Atwater Kent Foundation in Hollywood where, among his other duties, he set up auditions for thousands of aspiring singers and handled public relations and other important functions with the philanthropic organization. He had been with the foundation since 1946.

Born in Cleveland, Ohio, and brought up in Roswell N. M., Henderson attended New Mexico Military Institute and was graduated from George Washington University in 1937. He served as administrative assistant to Representative Lyndon B. Johnson (now Senator) from 1936 to 1942. Henderson enlisted in the Army in 1942, was commissioned as second lieutenant, and in November, 1943, was ordered to the General Staff Corps assigned to the Information Branch which controlled Yank, the Armed Forces Radio Service, Army News Service and Army Information Films. He left the Army as a captain in 1946 to join the Atwater Kent Foundation.

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CHARLES A. HENDERSON JOINED SEC-IV NAVY FILM UNIT
FOR SPECIAL PROJECTS ON VICTORY AT SEA

Charles A. Henderson, formerly associated with the Navy

in production, has joined the staff of the SEC-IV Navy movie

unit, Navy Station, Jr., producer, announced today.

Henderson will work with Nelson on special projects for the

unit, "Victory at Sea," for which Richard Rogers is producer.

Against orders, O. J. Henderson is writing the script and directing

the production.

Henderson moved to SEC television from his position as

producer of the "Victory at Sea" Foundation in Hollywood where, since his

arrival, he has supervised the production of hundreds of similar films.

He has also supervised and other important projects with the

production organization. He has been with the production since

Born in Cleveland, Ohio, and brought up in Cleveland, N. Y.,

Henderson attended the United States Military Academy and was graduated

in 1937. He served in the United States Army from 1937 to 1945.

He was assigned to the United States Army as a major (now lieutenant

colonel) in the United States Army from 1945 to 1948.

He was assigned to the United States Army as a major (now lieutenant

colonel) in the United States Army from 1948 to 1950.

He was assigned to the United States Army as a major (now lieutenant

colonel) in the United States Army from 1950 to 1952.

He was assigned to the United States Army as a major (now lieutenant

NBC HONORED BY ARMED FORCES RESERVE OFFICERS ASSOCIATION
FOR 'OUTSTANDING SERVICE TO NATIONAL DEFENSE'

The Armed Forces Reserve Officers' Association presented an award to the National Broadcasting Company for "outstanding service to the cause of national defense," during a special NBC radio program Saturday, Feb. 23, in observance of National Defense Week.

Lt. Gen. Charles L. Bolte, Deputy Chief of Staff, U.S. Army, presented the award -- a "Twentieth-Century Minute Man" statuette -- to John K. West, vice president in charge of NBC's Western Division, in recognition of the "innumerable and outstanding services performed by the network he represents in bringing to its listeners programs of great excellence in the field of public affairs for the common good."

The award to NBC marked the Reserve Officers' Association's first annual presentation of awards and citations for efforts on behalf of defense.

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THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION
FOR THE PUBLICATION OF ORIGINAL ARTICLES

The Journal is a national publication, published for
the purpose of presenting to the medical profession
original researches, clinical reports, and other
contributions of interest to the medical profession.

It is published weekly, except on Sundays and
holidays, and is published for the year 1914
in 52 issues. The subscription price for the year
in advance is \$5.00 in advance, and \$6.00 in
advance for the year 1915. The subscription price
for the year 1914 is \$5.00 in advance, and \$6.00
in advance for the year 1915. The subscription price
for the year 1914 is \$5.00 in advance, and \$6.00
in advance for the year 1915.

The Journal is published for the American Medical
Association, 535 North Dearborn Street, Chicago, Ill.
The Journal is published for the American Medical
Association, 535 North Dearborn Street, Chicago, Ill.

—Continued—

NBC-TV CREDITS

CREDITS FOR 'WINNER TAKE ALL' ON NBC-TV

TITLE: WINNER TAKE ALL

TELECAST: NBC-TV, Monday through
Friday, 10:30 a.m., EST.

ORIGINATION: New York.

FORMAT: Variety-quiz featuring "The
Battle of the Buzzer and
the Bell."

QUIZMASTER: Bill Cullen.

PRODUCER: Peter Arnel.

DIRECTOR: Frank Jacobi.

WRITERS (questions): Ted Behr and Al Wallace.

PACKAGED BY: Mark Goodson-William S.
Todman Productions.

STARTING DATE: Feb. 25, 1952.

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NBC-New York, 2/25/52

February 26, 1952

EX-LAX, INC., TO SPONSOR NEW SERIES,
'DOCTOR'S WIFE,' ON NBC RADIO

Ex-Lax, Inc., Brooklyn, N.Y., will sponsor a new daytime serial drama, "The Doctor's Wife," over the NBC Radio network, Mondays through Fridays, 5:45-6:00 p.m., EST, beginning March 3, John K. Herbert, NBC vice president in charge of Radio Network Sales, announced today.

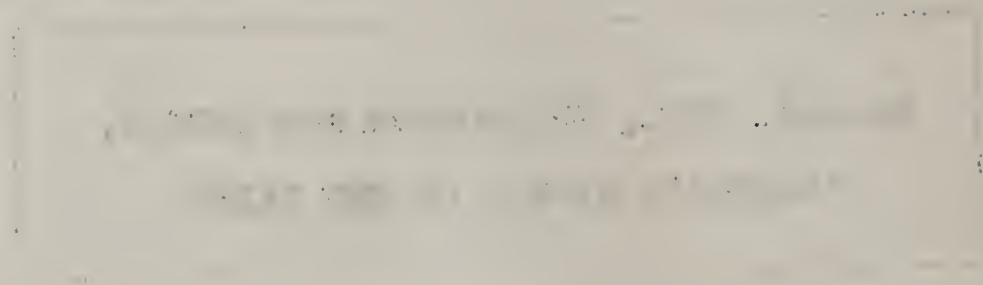
Sponsorship of the program represents the largest radio advertising campaign ever undertaken by Ex-Lax, Irvin A. Edelman, vice president in charge of advertising, stated.

"The Doctor's Wife" will be written by Manya Starr, a doctor's daughter, who has written many radio shows, including "Claudia," "Mr. Chameleon," "The Strange Romance of Evelyn Winters," and others. "The Doctor's Wife" will relate the drama of a doctor's life as seen through the eyes of his wife. An original TV version of the series was presented recently on the Lux Video Theatre.

Advertising agency for Ex-Lax is Warwick & Legler, Inc., New York.

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THE UNIVERSITY OF CHICAGO



THE UNIVERSITY OF CHICAGO
OFFICE OF THE DEAN OF STUDENTS
540 EAST 58TH STREET, CHICAGO, ILL. 60637
TEL. 773-936-5000

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TEL. 773-936-5000

NBC TRADE NEWS

'WORD' JOINS NBC RADIO NETWORK

Station WORD, Spartanburg, S.C., will become affiliated with the Radio Network of the National Broadcasting Company effective March 1, 1952, Carleton D. Smith, NBC vice president in charge of Station Relations, announced today.

Owned by the Spartan Radiocasting Co., WORD operates on a frequency of 910 kilocycles, with a power output of 1,000 watts.

Walter J. Brown is president and general manager of the station.

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NBC-New York, 2/26/52

WORD: TOTAL WELL SOUND REPAIR

During word, approximately 5.2, will become
associated with the Radio Network of the National
Broadcasting Company (Radio City, 1932).
Charles E. Smith, who was previously in charge
of station operations, announced today.
Owned by the American Broadcasting Co., word
operates on a frequency of 930 kilocycles, with a
power output of 1,000 watts.
Station 1, Brown St. (opposite the station)
detached of the station.

1932-1933

'RALPH EDWARDS SHOW' HELPS HOSPITAL
IN BALTIMORE CELEBRATE ANNIVERSARY

The respiratory unit of the Children's Hospital in Baltimore, Md., on Feb. 25 celebrated its sixth anniversary as the first "Iron Lung" center in the United States, with the help of NBC-TV's RALPH EDWARDS SHOW and a gift from California's governor, Earl Warren and Edwards.

Gov. Theodore R. McKeldin of Maryland was guest of honor at a birthday party held at the hospital. Ralph Edwards called the governor at the hospital during the course of the TV show (3:30-4:00 p.m., EST) and read a telegram from the governor of California to the governor of Maryland.

Carole Richards, vocalist on the "Ralph Edwards Show" flew to Baltimore to present Warren's and Edwards' gift to the hospital: a special stretcher on wheels, which the hospital has urgently needed for polio patients. Edwards is currently aiding the March of Dimes with the "Mr. Dimes" mystery contest featured on the TV show.

Host at the celebration was Dr. George E. Bennett, medical director for the hospital, who first proposed the plan for the Center to the local chapter of the National Foundation for Infantile Paralysis.

Among the guests at the party was Dr. Tom, a chimpanzee from the Baltimore Zoo and a great favorite of the children. He was chaperoned by Arthur Watson, director of the zoo.

Others attending the event were Miss Catherine Gaule, state representative of the National Foundation for Infantile Paralysis, and George L. Radcliffe, chairman of the Baltimore city chapter of the foundation.

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'AMATEUR HOUR'S' TED MACK HONORED

Ted Mack, genial host of THE ORIGINAL AMATEUR HOUR, seen over the NBC television network on Tuesdays, 10:00 p.m., EST, has been awarded the 1951 Crusade for Freedom Citation.

The Award was presented recently to Mack by Crusade for Freedom's 1951 Chairman, Harold E. Stassen, and National Chairman Lucius D. Clay. The citation read: "For effective and unselfish service to The Crusade for Freedom in its campaign to send Truth and Hope through the Iron Curtain in the fight against Communism."

Erie, Pa., will be saluted as the "Honor City of the Week" during the Tuesday, March 4 telecast of "The Original Amateur Hour." Ted Mack, emcee of the program, will be presented with a gavel made of a piece of wood from Commander Perry's ship "Niagara."

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AMATEUR SOCIETY AND BACK HONORARY

THE BOARD, CHAIRMAN OF THE CHAIRMAN

AND, THEN ONLY THE NEW TELEVISION NETWORK AND TELEVISION

1:00 P.M., 1971, HAS BEEN AROUND THE 1971 PROGRAM FOR

RECENTLY

THE STATE HAS BEEN AROUND TO BE

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February 28, 1952

TIME, INC., BECOMES EIGHTH PARTICIPATING
SPONSOR OF 'TODAY' PROGRAM

Time, Inc., publisher of Time Magazine, is the eighth sponsor participating in NBC's Monday-through-Friday network television news show, "Today," (7:00-9:00 a.m., EST and CST).

Time is currently sponsoring the 8:20-8:25 a.m., EST, portion of the Thursday telecasts of "Today." Effective date of sponsorship was Feb. 21.

Advertising agency for Time, Inc., is Young & Rubicam, Inc.

-----O-----

INTERNATIONAL SHOE CO. TO SPONSOR PORTION
OF 'HOWDY DOODY' RADIO SHOW

The International Shoe Co. will sponsor the 9:00-9:15 a.m., EST, portion of "Howdy Doody," (Saturdays, 9:00-10:00 a.m., EST) over the NBC radio network, beginning March 22.

Advertising agency for International Shoe is Henri, Hurst & MacDonald, Inc.

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WORLD WAR II

1941-1945

1941, 1942, 1943

1941, 1942, 1943, 1944, 1945

1941, 1942, 1943, 1944, 1945

1941, 1942, 1943, 1944, 1945

1941, 1942, 1943, 1944, 1945

1941, 1942, 1943, 1944, 1945

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1941, 1942, 1943, 1944, 1945

1941, 1942, 1943, 1944, 1945

SID CAESAR TO BECOME HONORARY CITIZEN OF PATERSON, N.J.;
MAYOR TO LEAD DELEGATION TO SHOW FOR CEREMONIES

Sid Caesar, star of NBC-TV's YOUR SHOW OF SHOWS (Saturdays, 9:00-10:30 p.m., EST), will be made an honorary citizen of Paterson, N.J., on Saturday, March 1, by Mayor Lester F. Titus.

Prior to the telecast at the International Theatre, New York, which will be attended by 100 citizens of Paterson, including leaders of the Main Street Businessman's Association, Titus will present Caesar with a plaque reading as follows:

"Know all men by these presents, that in recognition of his penetrating, yet withal always tasteful, satires on typical American family life, and in recognition of his many meritorious contributions to the advancement of television, wherein he has become one of the nation's most beloved and distinguished artists, the city of Paterson, N.J., is pleased to present to Sid Caesar this plaque, conferring upon him the title and status of honorary citizen of Paterson.

Lester F. Titus, Mayor

-----O-----

CREDITS FOR 'THE BOB AND RAY SHOW' ON NBC RADIO

TITLE: THE BOB AND RAY SHOW.

BROADCAST: Mondays through Fridays,
11:30 to 11:45 a.m., EST.

STARTING DATE: March 3, 1952.

ORIGINATION: New York.

FORMAT: Comedy satire.

STARS: Bob Elliott and Ray
Goulding.

MUSIC: Paul Taubman Trio.

PRODUCER-DIRECTOR: Ken MacGregor.

WRITERS: Bob Elliott and Ray
Goulding.

SPONSOR: Colgate-Palmolive-Peet
Company.

AGENCY: Sherman & Marquette.

-----O-----

CREDIT FOR THE BOB AND RAY SHOW IN THE RADIO

| | |
|--------------------|---|
| TITLE: | THE BOB AND RAY SHOW |
| SYNOPSIS: | Bob and Ray show 11:30 to 12:00 Sunday New York |
| STARTING DATE: | March 25, 1941 |
| ORIGINATOR: | New York |
| FORMAT: | Comedy series |
| STORY: | Bob and Ray Gordon |
| MUSIC: | Paul Thomas |
| PRODUCER-DIRECTOR: | Sam Weisman |
| CAST: | Bob and Ray Gordon |
| SCENARIO: | Colgate-Palmolive Company |
| AGENCY: | Edwin S. Weisman |

—○—

February 29, 1952

'KUKLA, FRAN AND OLLIE' TROUPE TO VISIT WASHINGTON

- - -

They'll Have Luncheon in Senate Dining Room and Entertain
At Service Hospitals and National Press Club
During Week's Stay in Capital

KUKLA, FRAN AND OLLIE and the entire group of "Kuklapolitan Players," including program creator Burr Tillstrom and producer Beulah Zachary, will leave Chicago on March 16 for a week's stay in Washington, D.C. Arriving in the nation's capital by train, they will begin a crowded schedule on Monday, March 17 with a luncheon in the Senate Dining Room.

From March 17 to March 22, "Kukla, Fran and Ollie" (NBC-TV, 7:00 p.m., EST) will originate their daily telecast in NBC's Washington studios.

The 'K, F and O' cast will be kept busy entertaining at two service hospitals, appearing before two sections of the National Press Club, making additional personal appearances, and renewing old acquaintances made during a previous trip to Washington.

(more)

The week's agenda:

Monday, March 17 -- Luncheon in the U.S. Senate Dining Room as guests of Senator Everett Dirksen (R.-Illinois). Monday evening, a press reception.

Tuesday, March 18 -- Luncheon and performance as guests of the Women's National Press Club, headed by Mrs. Josephine Ripley of the Christian Science Monitor. Tuesday afternoon includes a visit and performance at the Children's Hospital.

Wednesday and Thursday, March 19 and 20 -- Appearances at Walter Reed General Hospital and Bethesda Naval Medical Center.

Friday, March 22 -- "Kukla, Fran and Ollie" and entire Kuklapolitan company leave for Chicago.

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NBC-New York, 2/29/52

ASTOR LENOX TILDEN FOUNDATION

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NBC-TV NEWS

SARAH CHURCHILL AND 'HALL OF FAME' STAFF TO VISIT
WEST POINT FOR MATERIAL ON 'CONSTITUTION ISLAND'

Sarah Churchill, narrator of Hallmark HALL OF FAME (NBC-TV, Sundays, 3:30 p.m.) will visit West Point Tuesday, March 4, as a guest of military authorities there.

Miss Churchill, accompanied by producer-director William Corrigan and his staff, including the scene designer, will visit Constitution Island, which lies right off Storm King near the Point. They will gather authentic background material and color for their telecast on March 16, "Constitution Island," a dramatization of the events leading to the cession of the historic landmark to West Point as a shrine by its then resident, Anna Warner, and Mrs. Russell Sage, during the administration of President Theodore Roosevelt.

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NBC-New York, 2/29/52

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CAST AND CREDITS FOR 'BARBER OF SEVILLE'

PRESENTATION ON NBC-TV MARCH 6

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Following are the cast and credits for the NBC TELEVISION

OPERA THEATRE presentation of Rossini's opera, "The Barber of Seville,"

Thursday, March 6 (NBC-TV, 11:00 p.m., EST):

CAST

Count Almaviva.....Davis Cunningham, tenor.
 Rosina.....Virginia Haskins, soprano.
 Figaro.....Ralph Herbert, baritone.
 Bartolo.....Emile Renan, bass.
 Basilio.....Carlton Gauld, bass-baritone.
 With Carole O'Hara, Robert Goss, Michael Pollock,
 David Williams, and Roy Urhausen.

CREDITS

Producer.....Samuel Chotzinoff.
 Music and artistic
 director.....Peter Herman Adler.
 Television director.....Kirk Browning.
 Conductor.....Herbert Grossman.
 Associate producer.....Charles Polacheck.
 English version and
 adaptation.....Adler and Polacheck.
 Production designed by.....Carl Kent.
 Costumes... ..Liz Gillelan.
 Audio director.....George Voutsas.
 Assistant TV director.....John Bloch.
 Lighting.....Jack Fitzpatrick.

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NBC-New York, 2/29/52

CAST AND CREDITS FOR "THEY ARE MEN OF LETTERS"

PRODUCTION BY WOLFE PICTURES

Following are the cast and credits for the film "THEY ARE MEN OF LETTERS"

A THREATENING SITUATION OF ROSSINI'S OPERA, THE STORY OF ROSSINI

BY WOLFE PICTURES, INC. (EST.)

CAST

ROSSINI ALFONSO.....Alfonso Gaudenzi
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CAST

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